

LIFE

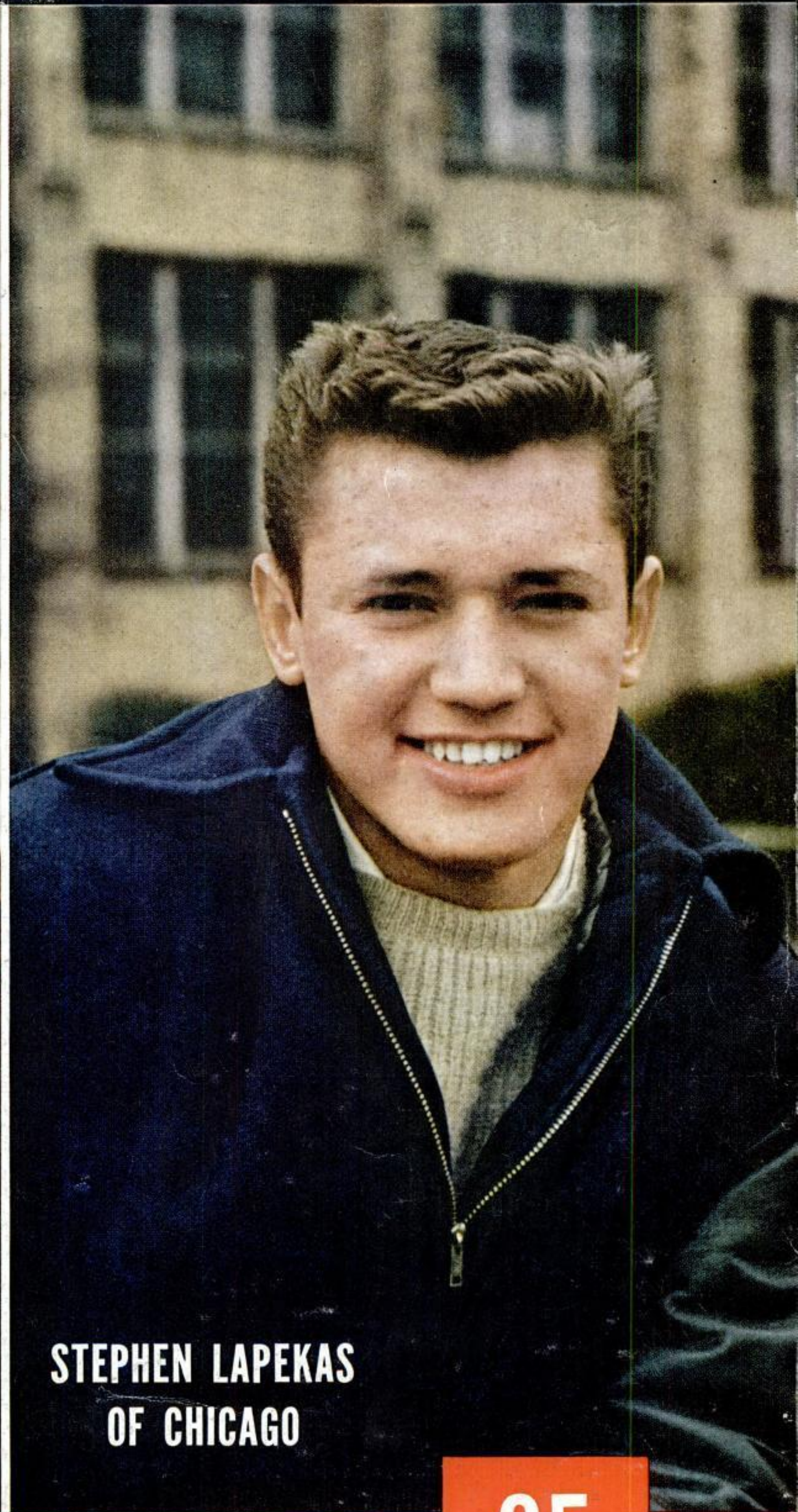
BEGINNING A VITAL NEW SERIES

CRISIS IN EDUCATION

EXCLUSIVE PICTURES OF A RUSSIAN
SCHOOLBOY vs. HIS U.S. COUNTERPART



ALEXEI KUTZKOV
OF MOSCOW



STEPHEN LAPEKAS
OF CHICAGO

MARCH 24, 1958

25 CENTS



Cruise 'round the clock! Enjoy outboarding 24 hours a day with the new Johnson quick-charging, 10-ampere, automotive-type generator. Available as an accessory

on electric-starting Sea-Horse 35s and V-50s. This high output unit will provide plenty of dependable power for starting, running lights, cabin lights and radio.



Super Sea-Horse 35. 12 volt electric starting—\$625

New Super Sea-Horse 35—quiet as the night!

Whether you choose to cruise out into a black velvet night or race the spray across sun-sparkled waters, this Super Sea-Horse 35 will never intrude on your mood. Special super-quiet features make it one of the most soft-purring power plants of this or any other year. The entire powerhead is cradled in rubber and the lower unit is sound-

sealed right down to the waterline—just like the great new V-50. And, the exhaust, as always, is buried under water.

You'd expect this from Johnson, the pioneers of quiet outboard engines. This year more than ever Sea-Horses are masterpieces of soft-spoken power and dependability. See them at your near-

by Johnson dealer. He's listed in the Yellow Pages of your phone book. Sizes from 3 to 50 horsepower, priced from \$160 to \$840. Prices f.o.b. factory, subject to change.

FREE 1958 SEA-HORSE CATALOG! Write Johnson Motors, 333 Pershing Rd., Waukegan, Illinois (Division of Outboard Marine Corporation. In Canada: manufactured by Johnson Motors, Peterborough, Ontario.)

See THE BOB HOPE SHOW, NBC-TV, Saturday night, April 5

Johnson



*First in dependability...
pioneers of the "V" age engine*
New Super Sea-Horse V-50

B.F. Goodrich



Smileage!

DRIVE TROUBLE-FREE ON B.F. GOODRICH SILVERTOWNS—THE HAPPY MILEAGE TIRES



SAME TIRES THAT COME ON '58 CARS!
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GET THE EXTRA PROTECTION OF NYLON!
B.F. Goodrich nylon cords give extra confidence—because they give you extra protection against bruise-blowouts! Get a set of Silvertowns for only \$4 down, \$4 a week. Your B.F. Goodrich dealer is listed in the Yellow Pages. *B.F. Goodrich Tire Company, A Division of The B.F. Goodrich Company.*

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This One



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Series on educational crisis

A vital new LIFE series, Crisis in Education, begins in this issue with the story of two schoolboys, an easygoing American and a hard-striving Russian (shown in exclusive pictures taken in Moscow). The difference in the atmosphere of learning provides a disturbing measure of America's school trouble. In a cogent article Novelist Sloan Wilson tells how the American educational dream has been corrupted.



RUSSIAN BOY



AMERICAN BOY

A monstrous mistake

Through a shocking error, Mayo Buckner has lived in a mental home for 59 of his 67 years, wasting his considerable intelligence and talent.



MAYO BUCKNER

Silky Sullivan's hard way

Year's most exciting race horse, Silky Sullivan, lags badly at the start then makes a heart-stopping rush to win for his owners—both cardiac cases.



HEART MENACE

Off-Broadway successes

Hard-working actors in unfancy off-Broadway playhouses bring glory to themselves and the U.S. theater in classics, musicals, esoteric dramas.



A STAR SLUMMING

Visual 'South Pacific'

The vivid imagery of *South Pacific's* famous songs, coming now in the movie version of the show, is shown in LIFE interpretations.



"HIGH AS A FLA.G"

25

COVER

Moscow's Alexei Kutzkov and Chicago's Stephen Lapekas are 16-year-old schoolboys, educationally worlds apart (see pp. 25-37)

THE WEEK'S EVENTS

Crisis in Education: two pupils—one in the U.S., the other in the U.S.S.R.—point up a U.S. weakness. Photographed for LIFE by Howard Sochurek and Stan Wayman. It's Time to Close Our Carnival, by Sloan Wilson

A Look at the World's Week

Banishment of lovely queen: still seeking a son to succeed him, Iran's shah divorces childless Soraya

A scare felt around the world: atom bomb falls accidentally near South Carolina home but doesn't go off

"Mike" vs. "Dief" in Canada: battered Liberals buck odds as Conservatives try for more power in general election

EDITORIAL

The recession in politics: the Republican remedies, adequate now, should look a lot better than the Democratic in 1960

PHOTOGRAPHIC ESSAY

Exciting commotion off-Broadway: from makeshift stages new vitality is pumped into U.S. theater. Photographed for LIFE by Gjon Mili

ARTICLE

A lifetime thrown away by a mistake 59 years ago: mental homes wrongly hold thousands like Mayo Buckner. By Robert Wallace

MODERN LIVING

New carpets provide charm for stairs (in color)

CLOSE-UP

George Romney of American Motors succeeds in long-shot gamble on short cars

ART

Weird woodwork of lunar world: sculptress exhibits her all-black Moon Garden landscape

MOVIES

The seeable songs of *South Pacific*: film cast interprets the visual aspects of the famous melodies. Photographed for LIFE in color by N. R. Farbman

SPORTS

The theatrical victories of Silky Sullivan: Derby candidate's unlikely finishes are hard on ailing hearts, especially his owners'

MEDICINE

Do they keep the doctor away? Michigan State University professor tests apple-a-day adage

RELIGION

A prestidigitating preacher enlivens sermons with amateur magic

FASHION

Fast-breaking plaids, checks: race track patterns are spring's new bold way of wearing conservative colors

PARTY

Viennese waltzing in grand style at the opera ball

OTHER DEPARTMENTS

Letters to the Editors

Speaking of Pictures: a twirling toy run by sun—gadget is forerunner of future solar-power machine

Miscellany: a grate pair of eyes

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15—LT. JOHN D. MORGAN FOR WALSH COUNTY RECORD; RT. THE BETTMANN ARCHIVE
22, 23—CHARLES EAMES EXC. BOT. RT. RALPH CRANE
25—JOE SCHERSCHER
26—STAN WAYMAN
27 THROUGH 31—HOWARD SOCHUREK
32, 33, 34—STAN WAYMAN
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36, 37—DRAWINGS BY MICHAEL RAMUS
38, 39—LT. DAVID SNELL; RT. JOE CLARK—ALTON SWETT FOR THE DAYTONA BEACH NEWS JOURNAL
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VOLUME 44,
NUMBER 12

1



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2

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4

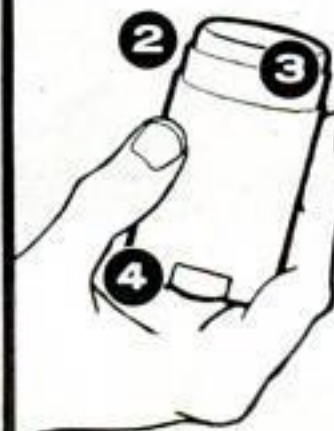
Men! Be safe in a second with new Mennen **"SPEED STICK"** Deodorant for Men—fastest to use of all deodorants. **"SPEED STICK"** comes in an exclusive green oval case especially designed for instant, easy use. It gives you fast protection that keeps you safe all day. Clean, crisp aroma, too. Only 79¢.

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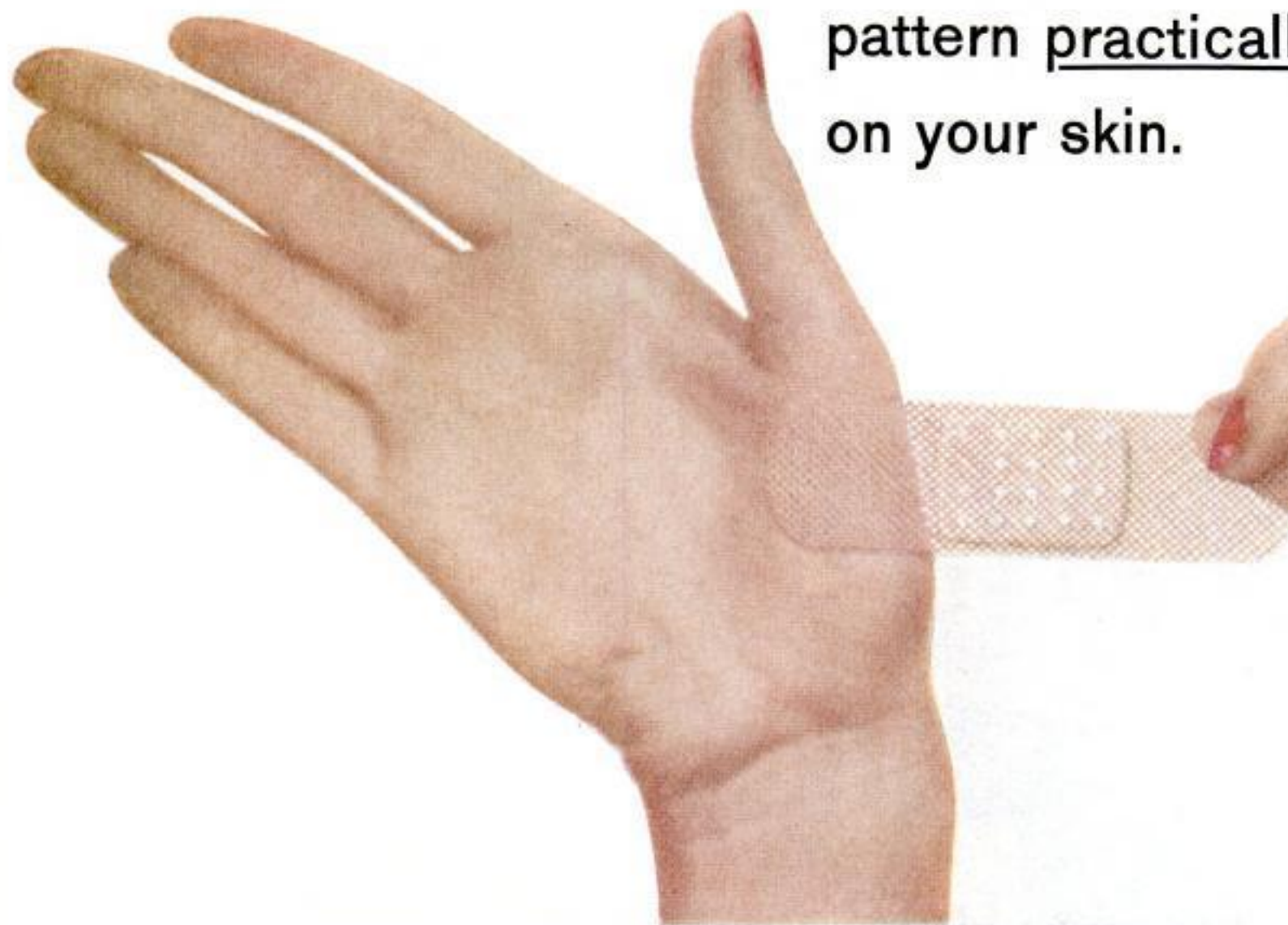
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For shoes that look better, walk better, wear better —
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looks and wear only genuine NEOLITE can give!*

There's an extra measure of pleasure and value in shoes with NEOLITE Soles . . . light, flexible, easy-going and the most famous soles of all for wear. They are often imitated, but never duplicated. So whenever you buy shoes or have shoes re-soled, be sure you get genuine NEOLITE Soles, plainly marked with the NEOLITE name. *Step on it!*



*Before you put your money down,
be sure you turn the bottoms up!*

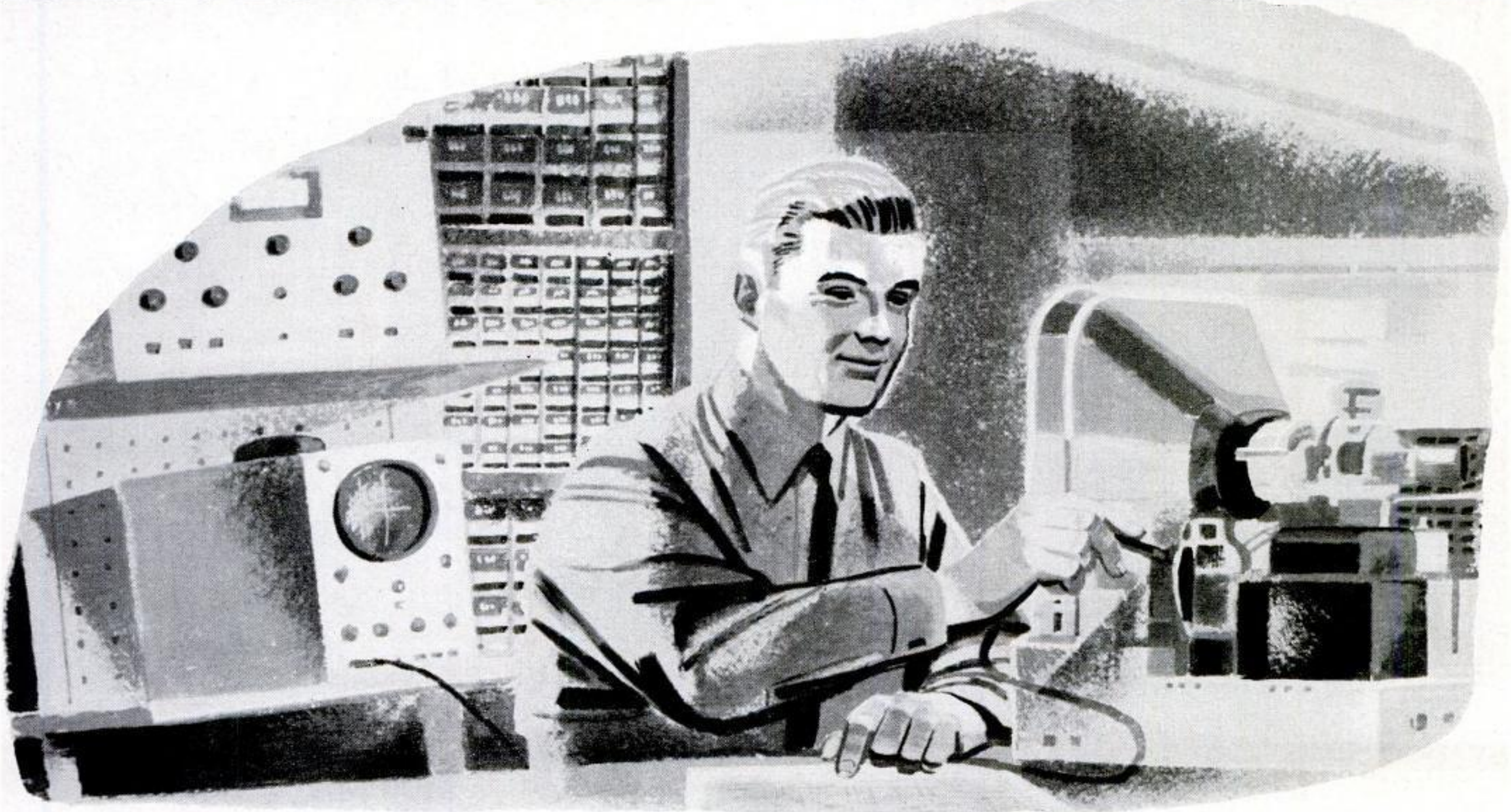
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GOOD YEAR

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a day in the life of your TELEVISION SERVICE TECHNICIAN



Troubleshooting the many complex electronic circuits in your TV receiver demands highly specialized knowledge and technical skills. Each day your TV service technician applies his skills to "keep the show going" in homes throughout the community.



Your TV service technician must keep pace with all the latest advances in television design. His work calls for constant study and attendance at technical clinics. Many evenings are devoted to studies of new circuits and products.



Operating an independent service shop requires reliable electronic test equipment, tools, and a stock of top-quality tubes and parts. Your TV technician must daily employ expert judgment in the selection and use of the tools of his trade.



As a public-spirited member of the community, your TV service technician may be connected with civil defense operations, or contribute his time to other local organizations in the interest of making your town a better place in which to live.



Your TV technician promptly answers your call to diagnose and cure the ailments of your TV set. Just as most people have a "family" doctor, it's a good idea to patronize one neighborhood service technician to safeguard your TV enjoyment.



A TV service shop is a business establishment with a fixed location and responsibilities in your community. With his reputation and livelihood at stake, you can understand why your TV technician has everything to gain by making you his satisfied customer.



Your TV service technician is a responsible man whose family depends on him for the same advantages you enjoy in everyday living. Like every considerate neighbor, he, too, is concerned about keeping the American way of life the most desirable in the world.

4th Annual National Television Servicemen's Week. March 24th-29th

RCA again takes this occasion to honor the thousands of skilled TV Service Technicians from coast to coast. Thanks to their knowledge, skill, and service in your community, the *wonders* of TV are ever at your fingertips. Join with RCA in this salute to *your* neighborhood television technician.



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DANNY KAYE

in

MERRY ANDREW

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Associate Producer SAUL CHAPLIN • Directed by MICHAEL KIDD

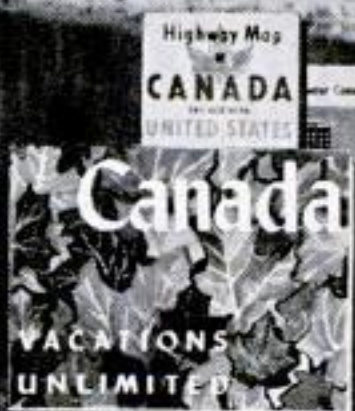


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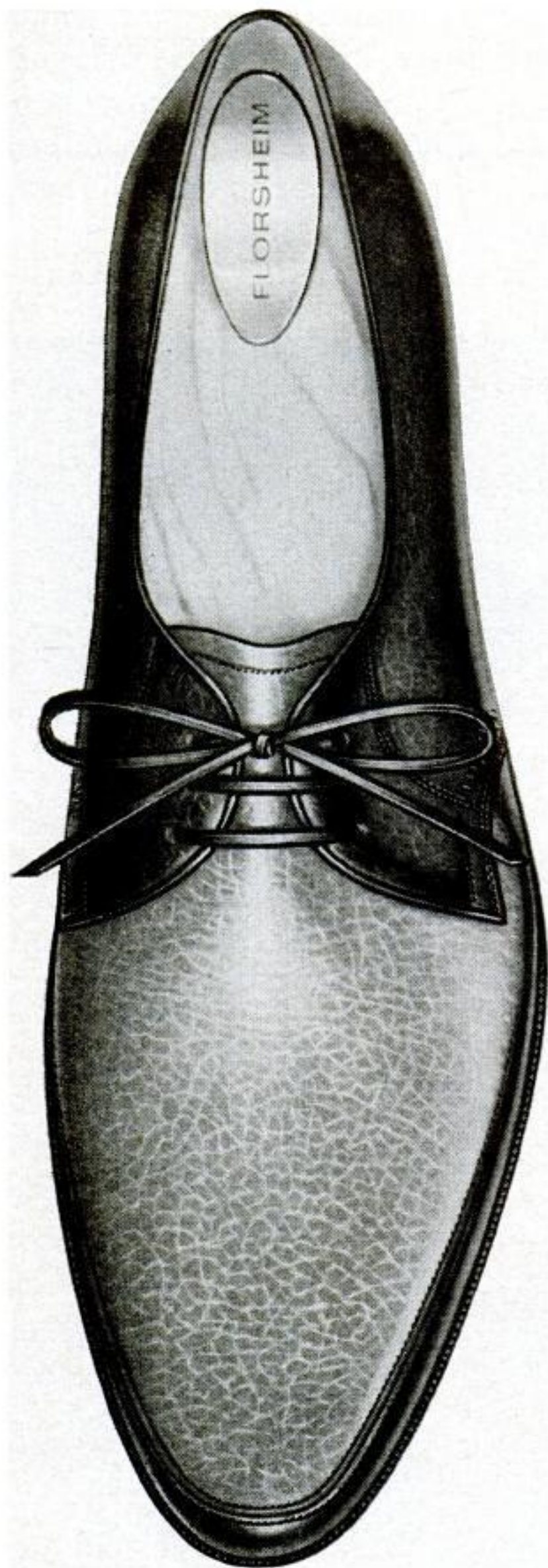
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*Left: The LUCERNE, 29602;
three-eyelet stitched front blucher,
in black and gray Walnut calf.*

*Center: The SORRENTO, 21006;
oval-strap, turn-front slip-on in black Walnut calf.*

*Right: The LUCERNE, 21616;
three-eyelet stitched-front blucher, in black Walnut calf.*

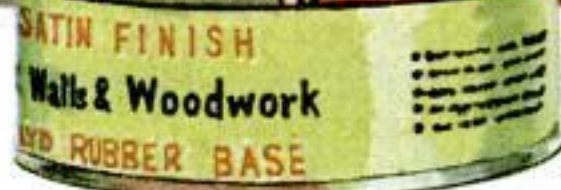
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It's easy...it's fun...it's thrifty to "paint-it-yourself" with WIZARD Paints and Accessories from Western Auto. Want to re-decorate the living room to match new curtains? Just roll or brush on WIZARD SATIN FINISH in any one of hundreds of new "color scheme" colors to match or harmonize.

WIZARD SATIN FINISH is a Polyvinyl-Acetate paint that gives a lustrous satin finish plus a dur-

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For any surface you need to paint, go and see your WESTERN AUTO man for wonderful WIZARD values. And don't forget to ask him for your FREE copy of "HOW TO PAINT," a valuable 48-page instruction booklet for Do-It-Yourself Painters.

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More than 4,000 of these friendly, dependable Western Auto Stores and Associate Stores from coast to coast sell and service guaranteed merchandise at honest value prices. Each year, over 35,000,000 people shop at the familiar red and white "Western Auto" sign. Why not drop in to the one near you... soon?



Like putting two coats on with one stroke of the brush... WIZARD ONE COAT Super-White House Paint. Gal. \$6.45



Want a glossy, scrubbable, long-wearing finish? WIZARD Quick Dry Enamel covers woodwork, furniture in one coat. Qt. \$2.09



See WIZARD'S professional quality paint supplies. For hard-to-paint pieces use WIZARD Spray Enamel. 12 oz. can \$1.39

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PHOTOGRAPH BY RICHARD AVEDON

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Join the fun when the riding's done — and Pabst makes it *perfect*! What'll *you* have? Pabst Blue Ribbon — clearly refreshing, *clearly* delicious. If you're in favor of *flavor*, you make it Pabst, because Pabst makes it perfect... finest beer served *anywhere*!



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New trick! Use a *pleated* sheet of REYNOLDS WRAP as a clean new grid...placing the frozen French fries across the peaks so heat circulates *under* them. *This way there's no soggy side...potatoes crisp beautifully!* Just remember these points: You need a *long* piece of REYNOLDS WRAP...pleating takes up length. Make pleats half an inch wide...close together, so potatoes won't fall between. Put your "grid" on a shallow pan or cookie sheet (or right on the rack if you're careful). Otherwise follow package directions. And be sure you use genuine REYNOLDS WRAP, the original pure aluminum foil...

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Cut this seal from any package and send it with \$1 for eight lifelike 5"x7" plaques of Snow White and the Seven Dwarfs. Send to Snow White Plaques, Box 6364, Chicago, Ill.

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LETTERS TO THE EDITORS

OLD-TIME WINTER HITS NATION HARD

Sirs:

What an envious story on winter ("An Old-Time Winter Hits Nation Hard," LIFE, March 3). We got gypped again. Haven't had a decent snow all winter. Those lucky easterners.

DAVID P. WALLIEN

Montevideo, Minn.

Sirs:

You should have visited in Grafton, N.D. We have not had any snow in December, January or February.

While the east was shivering under a blanket of snow, the Charles Smith and the John D. Morgan families held a picnic in 60-degree weather. Smith is at right at the barbecue; Mrs. Smith and Mrs. Morgan are at the table with their children.

R. E. CARLSON

Grafton, N.D.



FEBRUARY BARBECUE IN NORTH DAKOTA

EDITORIAL

Sirs:

The editorial in LIFE on "How to Save the Railroads" (LIFE, March 3) is the most practicable, lucid and convincing piece of writing that has yet appeared amidst the millions of words which have been spoken and printed on this complex subject.

JOHN W. BARRIGER
President

The Pittsburgh & Lake Erie Railroad Co.
Pittsburgh, Pa.

Sirs:

The editorial! Astonishing! Unbelievable! Incredible! Horrible!

JOHN L. SPRINGER
Executive Director

Western Highway Institute
San Francisco, Calif.

Sirs:

"How to Save the Railroads" contains more errors of omission and commission than would seem possible in such little space.

The problems now confronting our public carriers and shippers cannot be solved without giving informed consideration to the full needs of the commerce of the United States. Your solution seems to be that the freight rate structure should be dictated by the unrestrained competitive efforts of the carriers without any interference by the impartial and authoritative exercise of federal power as a shield against vicious economic results.

History clearly shows that competitive forces generally are effective in reducing prices and improving

standards of service. These very same competitive forces in the transportation field, if unchecked, would result in the ruthless elimination of carrier competition in particular situations, and in disrupting reasonable and fair rate relations as between competing producers, localities, and geographical areas.

GLENN L. SHINN
Examiner

Interstate Commerce Commission
Washington, D.C.

● LIFE's editorial took account of the ICC theory of "reasonable and fair rate relations." The only trouble with this theory is that it is bankrupting the railroads and failing to give the economy the cheapest transportation it could have. LIFE's recommendations, though admittedly drastic, were along the same lines as those of the President's Advisory Committee on Transportation Policy and Organization which investigated the problem thoroughly in 1954-55 and unanimously urged that shippers would be better served by making "competitive influences more governing."—ED.

Sirs:

The railroads with their giant economic strength (despite present-day losses) would drive virtually every for-hire truck off the highway through a series of local and regional rate wars. Once this is accomplished the rails would be free to recoup all losses by raising their rates to any level they might choose.

EDDIE R. BLAIR

Amarillo, Texas

Sirs:

Three cheers for the proposal to put the ICC on the chopping block. As far as "driving many trucks from the highway," is concerned, that's what the average cross-country motorist has been praying for.

ARTHUR H. MUIR JR.

Pasadena, Calif.

A WHICH-WAY CAR

Sirs:

Here's a photograph I took of a car that really has two front ends ("A Which-Way Car," LIFE, March 3). It was put together from two identical 1947 Ford coupes and can be driven from either end. This oddity belongs to a Brooklyn concern that repairs wrecked autos.

LEO WEINBERG

Brooklyn, N.Y.



A BOTH-WAY CAR

THE "EIGHT"

Sirs:

Thanks to LIFE for giving us another great art experience ("The 'Eight' Who Made Revolution in U.S. Art," LIFE, March 3). George Luks as one of the group spoke for his companions when he said, "Life, that's my technique!" They breathed life into their paintings and painted the United States into the art world.

JAMES HALTEMAN

Detroit, Mich.

AN AGE OF UNREST

Sirs:

LIFE's readers might like to know that King George's "Pleasure Dome" (*A History of the English-Speaking Peoples*, LIFE, March 3) had its American version.

Christened "Iranistan," it was built in 1848 for the showman P. T. Barnum outside Bridgeport, Conn., where its bulbous domes and slender minarets could be viewed from the New Haven trains. Barnum had seen the Brighton pavilion and said that his villa was an exact duplicate. Actually it was an American country house typically composed of a square central block with balanced wings, the whole, however, overspread with a frosting of oriental finery. Despite its well-equipped

waterworks (note fountain), the villa burned to the ground on Dec. 18, 1857.

CLAY LANCASTER

Brooklyn, N.Y.



BARNUM'S PLEASURE DOME IN BRIDGEPORT

Sirs:

Churchill leaves out one of the most important things of the Indian mutiny. For the first two days the Indians did not cut the telegraph wires because they did not know what a telegraph wire was. By the time the natives found this out, it was too late.

JOHN W. NESTLER

Tampa, Fla.

A U.S. CHANGE OF MIND

Sirs:

Congratulations to Paul O'Neil on his fine article on the "U.S. Change of Mind" (LIFE, March 3). The public must and is changing to a new philosophy.

WAYNE W. BENSON

Riverside, Calif.

Sirs:

It is significant to note that the highest stamp of approval which public opinion can bestow upon scientists—or upon anyone else—is that of being "just like us." Such a valuation might easily be deduced of a society in which acknowledged excellence varies directly with degree of conformity, and "different" is the nastiest epithet conceivable. Democracy, it would seem, degenerates with dangerous ease into mirror worship.

JOHN LOWRY

Terre Haute, Ind.

A KANSAS TOWN WITH BASKETBALL FEVER

Sirs:

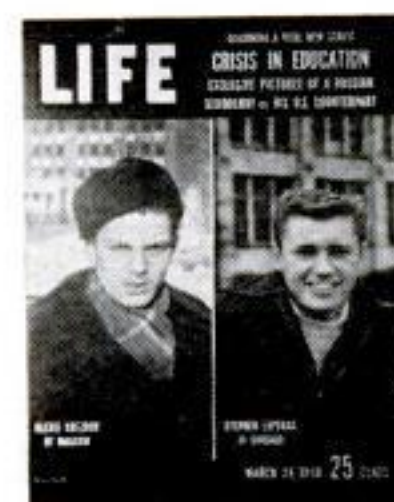
The picture of a brand-new \$190,000 basketball gym alongside of a 37-year-old high school ("A Kansas Town with Basketball Fever," LIFE, March 3) is symbolic of why we are failing to educate the youth of the United States. That money would have paid a year's salary for about 38 teachers, would have paid for a tremendous amount of scientific equipment, or would have been invaluable in repairing the school.

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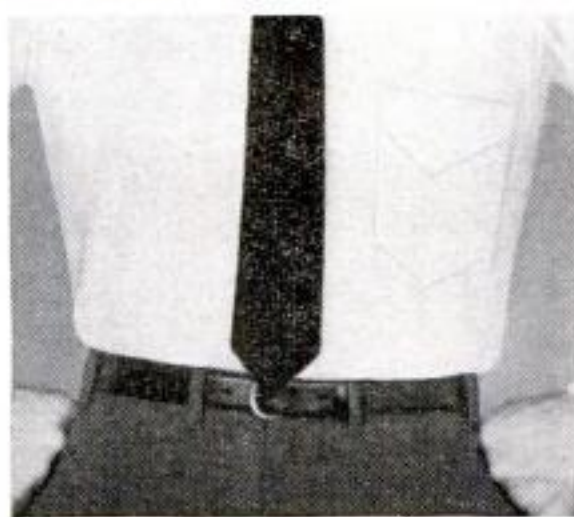
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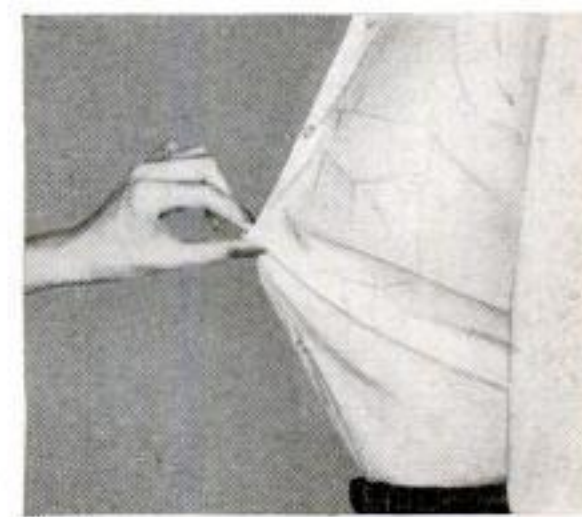
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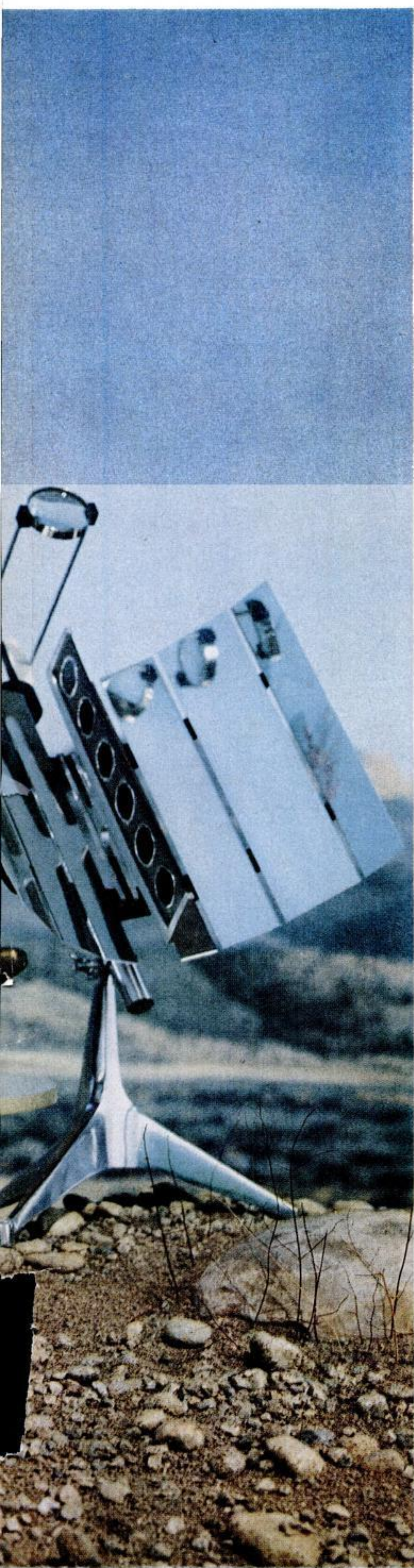
SPEAKING OF PICTURES



SUN TOY has complexity of Rube Goldberg gadget. Magnifying glass atop power unit keeps aluminum

panels aimed at sun. Current generated by circular silicon cells (between panels) passes by wire to six

tiny motors hidden behind colored disks on pedestals. Rotation of pedestals moves diagonal drive



shafts and pulleys, causes aluminum abstracts to spin. Two bulbs at left show intensity of sunlight.



IN MOTION, SUN TOY'S PEDESTALS TURN, CREATE COLOR PATTERNS AS ABSTRACTS BOB AND ROTATE

A TWIRLING TOY RUN BY SUN

Gadget is forerunner of future solar-power machine

The shimmering and fanciful contraption at left is a bit of artistic and scientific whimsy now, but it may be a forerunner of practical sun-powered appliances. It is the creation of Charles Eames (*right*), a designer who is fascinated by the potentialities of modern materials and a few years ago introduced molded plywood chairs. Recently Eames has turned his imagination to aluminum, capitalizing on its light weight to fashion a colorfully rotating, twirling, tinkling toy (*above*) run by sunlight. A screen of shining aluminum strips focuses the sun's rays onto a row of silicon cells. These convert the light into electricity to power small motors fastened to an array of pedestals. The low voltage produced is sufficient to set the units of aluminum abstracts into whirling motion. The toy has no use and is not for sale, but the Aluminum Company of America is sending it on tour as an enchanting harbinger of more useful sun machines for the future.



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BEGINNING AN URGENT 'LIFE' SERIES



Vol. 44, No. 12

Mar. 24, 1958

CRISIS IN EDUCATION

FOR years most critics of U.S. education have suffered the curse of Cassandra—always to tell the truth, seldom to be listened to or believed. But now the curse has been lifted. What they were saying is beginning to be believed. The schools are in terrible shape. What has long been an ignored national problem, Sputnik has made a recognized crisis.

The only thing U.S. schools have plenty of is children. There are 33.5 million of these, sole owners of the nation's future brains and skills. There are not nearly enough schools. There are not nearly enough teachers. There is nowhere near enough money. The salient points of the crisis, amplified by Sloan Wilson on pages 36, 37, are these:

The schools have been overcrowded for years, but children still study in shacks and shifts and hallways and jerry-built classrooms.

Most teachers are grossly underpaid (some are not worth what they get). A great many, who know their jobs well and practice them with devotion, have to work without help, understanding or proper tools.

In their eagerness to be all things to all children, schools have gone wild with elective courses. They build up the bodies with in-school lunches and let the minds shift for themselves.

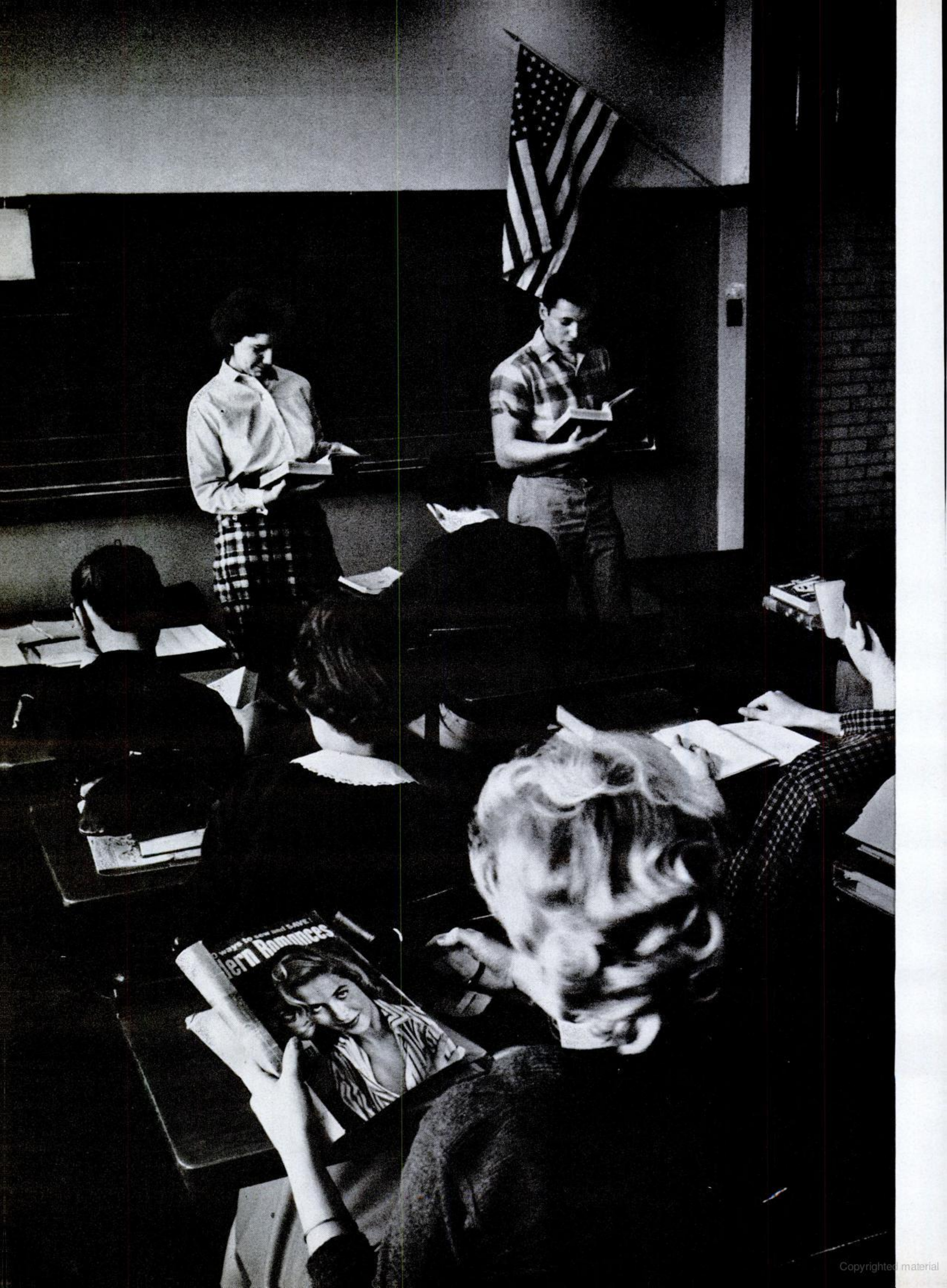
Where there are young minds of great promise, there are rarely the means to advance them. The nation's stupid children get far better care than the bright. The geniuses of the next decades are even now being allowed to slip back into mediocrity.

There is no general agreement on what the schools should teach. A quarter century has been wasted with the squabbling over whether to make a child well adjusted or teach him something.

Most appalling, the standards of education are shockingly low.

In this issue LIFE begins a series of picture essays that will examine the crisis in U.S. education. The series will limit itself to the elementary and secondary schools, the formative years, because if things go wrong then there isn't much the colleges can do. The first instalment, which starts on the next page, explores the field of battle for future brain power—the U.S. and the Russian schools. In instalments appearing in successive weeks, the series will show what a dedicated high school teacher has to put up with in order to stay on the job. It will look at the puzzling world of a gifted child who is nearly isolated by his own intelligence. It will point out some educational stirrings—new excitement about science, new courses, new subjects—and will give Dr. James B. Conant's blueprint for a good high school curriculum.





SCHOOLBOYS POINT UP A U.S. WEAKNESS

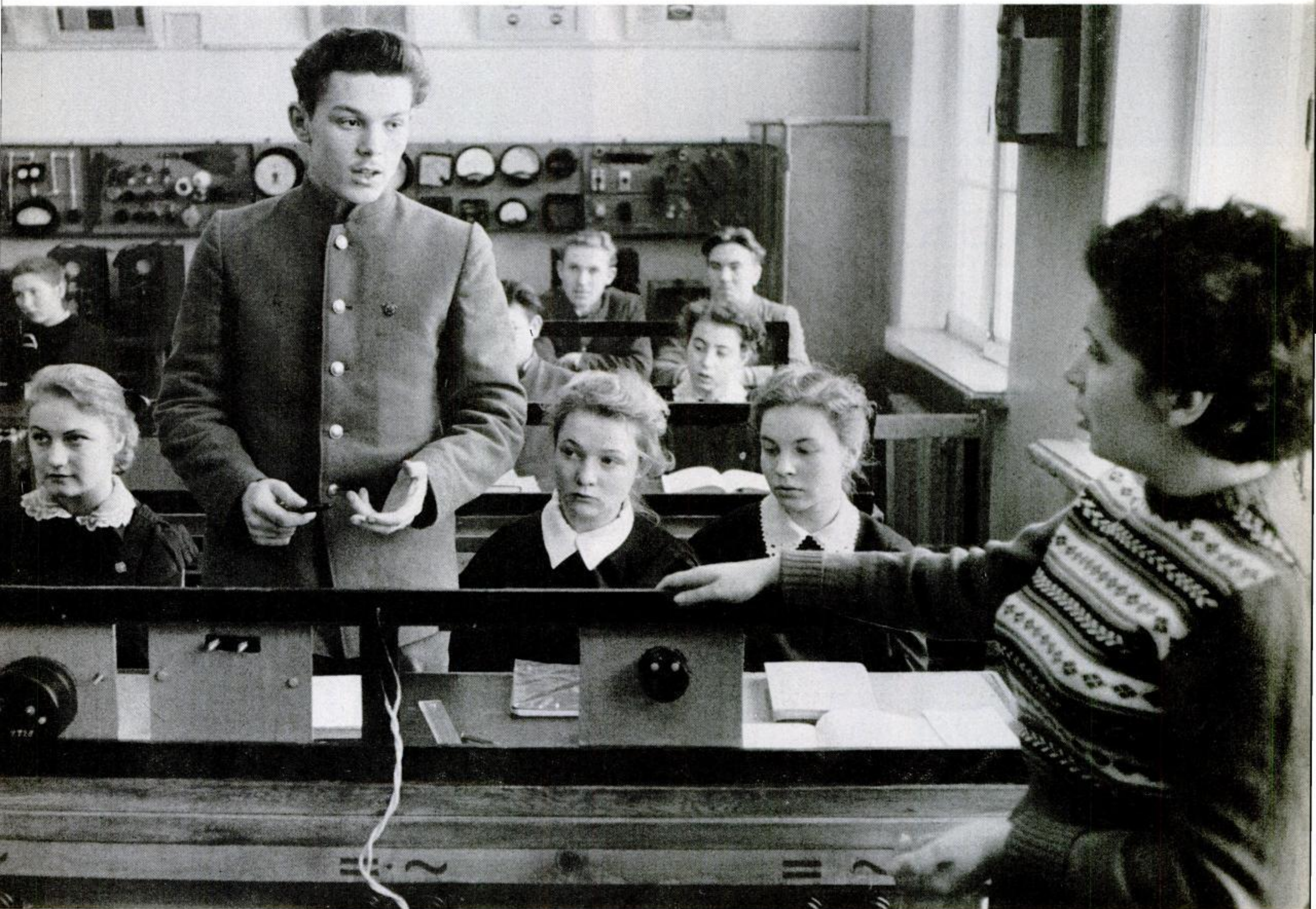
Two 16-year-olds, Stephen Lapekas of Chicago (*left*) and Alexei Kutzkov of Moscow (*below*), are getting what their own countries consider a good, standard public education. Stephen is an 11th-grader at Austin High, one of the city's finer high schools. Alexei is in his 10th and final year at Moscow School 49. But the difference in what they learn and the atmosphere in which they learn it measures the frightening scale of the problems the U.S. now faces in its public schools.

The pictures on these pages reveal candidly what happened in the lives of both boys during a recent school week. Stephen is an average student, likable, considerate, good-humored—the kind of well-adjusted youngster U.S. public schools are proud of producing. Alexei is hard-working, aggressive, above average in his grades—the kind of student that the Russian system ruthlessly sets out to produce. For Stephen, the business of getting educated seldom seems too serious. For Alexei, who works in a much harsher intellectual climate, good marks in school are literally more important than anything else in his life.

Stephen hopes to go to college after he finishes at Austin High but

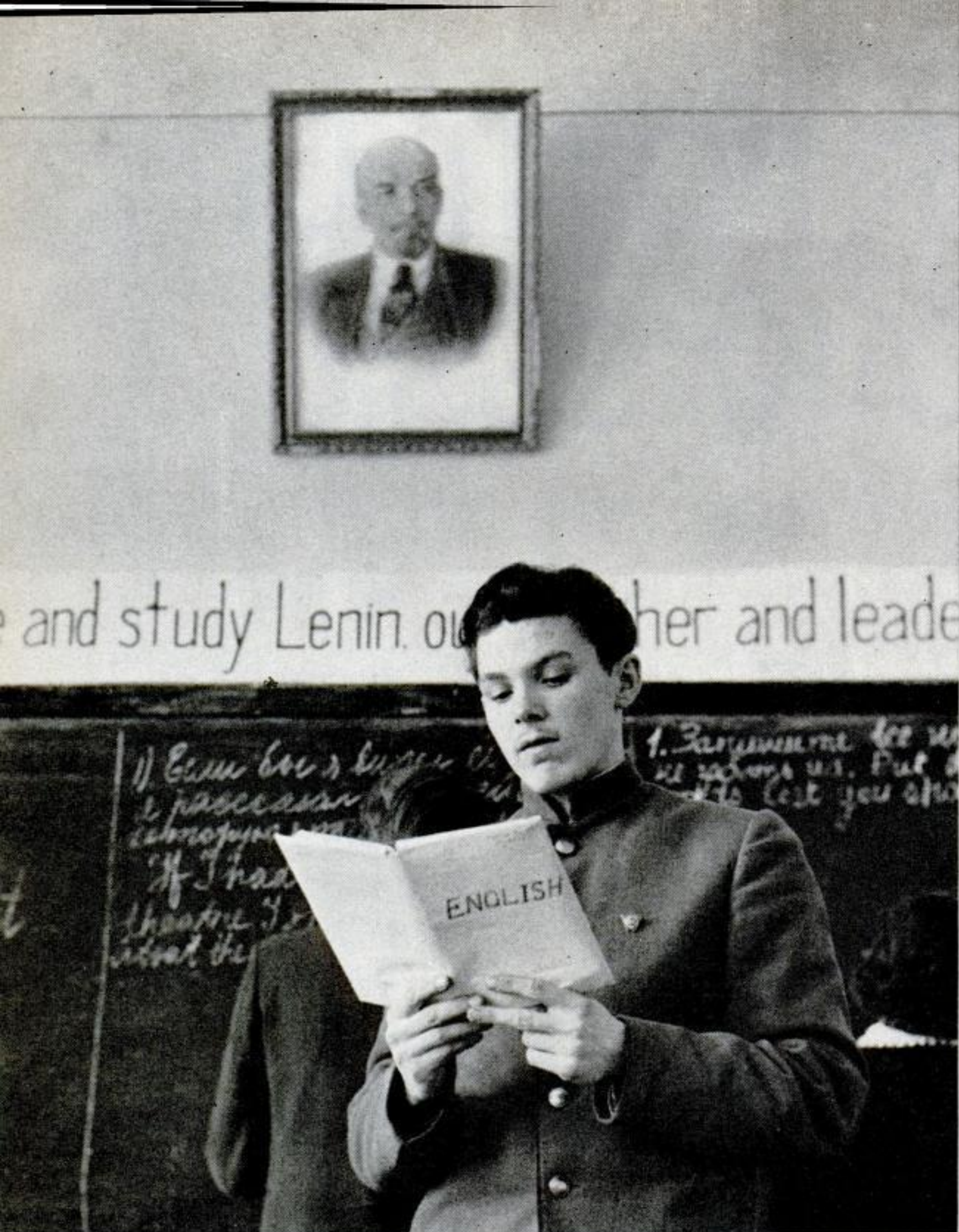
knows future success does not depend entirely on this. Alexei is filled with a fierce determination to get to college and become a physicist. In Russia, which desperately needs trained manpower, few can rise above a humble level without a good education. The entire school system has been geared to this. With a curriculum standardized across the country and with no elective subjects, the Soviet 10-year schools are like mammoth obstacle courses for the nation's youth. The laggards are forced out by tough periodic examinations and shunted to less demanding trade schools and apprenticeships. Only a third—1.4 million in 1957—survive all 10 years and finish the course.

For all its laxness, the system under which Stephen studies does develop flexibility and, in Stephen, qualities of leadership. For all its stern virtues, the system under which Alexei studies develops rigidity and subservience to an undemocratic state. But there is no blinking at the educational results. Academically Alexei is two years ahead of Stephen. As one example, he has read Shakespeare and Shaw in literature class while Stephen has only just finished reading Stevenson's *Kidnapped*.



← **CLASSROOM SCENE, U.S.A.** shows Stephen Lapekas and classmate reading from play *Victoria Regina* in English period at Chicago's Austin High School. They do not seem to have engaged the interest of blond student in foreground.

CLASSROOM SCENE, U.S.S.R. finds Alexei Kutzkov stiffly on his feet answering question in technical class at Moscow School 49. Pin on Alexei's school uniform shows him to be member of Komsomol, Communist youth organization.



IN ENGLISH CLASS ALEXEI READS ALOUD FROM DREISER'S "SISTER CARRIE"



IN CHEMISTRY LAB ALEXEI WRITES UP COMPLETE REPORT ON RESULTS OF

IN U.S.S.R.: ROUGH HAUL ALL THE WAY

In the austere atmosphere of Moscow's School 49, Alexei Kutzkov spends six intensive days a week on a formidable array of subjects. They include Russian literature, sixth-year English, fifth-year physics, fourth-year chemistry, electrical technique, mathematics, technical drawing, machinery and astronomy.

Russian schools put a heavy emphasis on science and more than half of Alexei's classroom time is given over to scientific subjects. But Alexei also has a firm foundation in literature and languages. He has studied all the great Russian writers, including Tolstoy and

Dostoevsky, and in his English classes English is spoken more often than Russian. Though the range and depth of the studies is impressive, there is one catch. Russian students learn a great deal by rote and seldom strike out to explore any subject on their own initiative beyond the material printed in their textbooks.

Though Alexei gets no direct political indoctrination in school, he is constantly reminded of his duties toward the state. Pictures and slogans of Lenin are few but conspicuous. The literature courses pay considerable attention to contemporary fiction which glorifies the Soviet

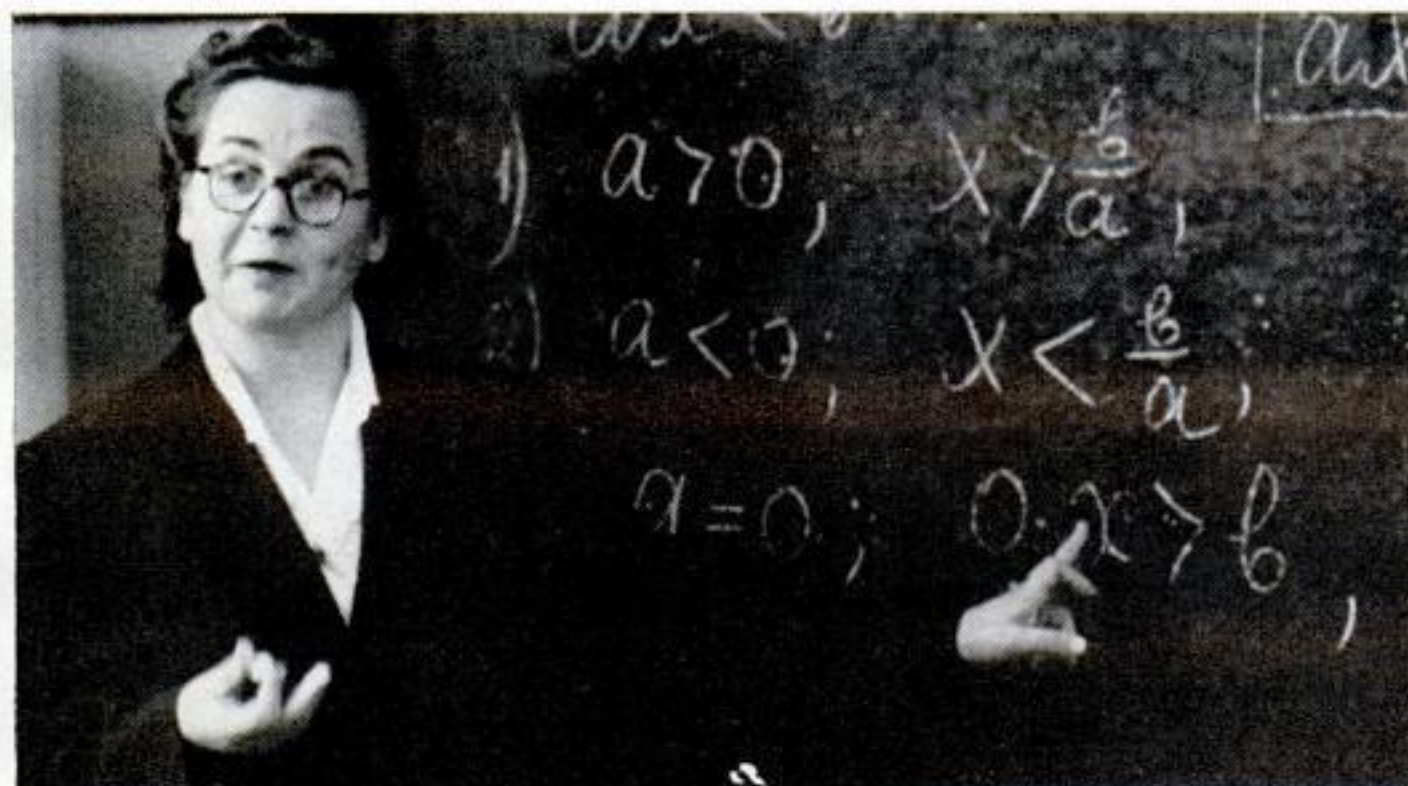
way of life. Modern history, which Alexei is studying this year, emphasizes Russia's feats in World War II. For a year after Stalin's death Russian schools stopped giving examinations in modern history, while the party rewrote texts to include Stalin's "personal errors."

Alexei's teachers (*below*) are well trained. They run their classes with a firm hand. Discipline has relaxed a little since Stalin's death, but pupils are still careful not to act up. If a student gets less than an A in behavior, school authorities can suggest pointedly that he reconsider his plans for applying to college.

SOME OF HIS TEACHERS



ALEXEI'S INSTRUCTORS are all women. Lydia Bremener (*left*), holding models of hydrocarbon molecules, teaches organic chemistry which in U.S. is considered too advanced for high school. Evdokiya Gusarova (*center*) teaches theory of

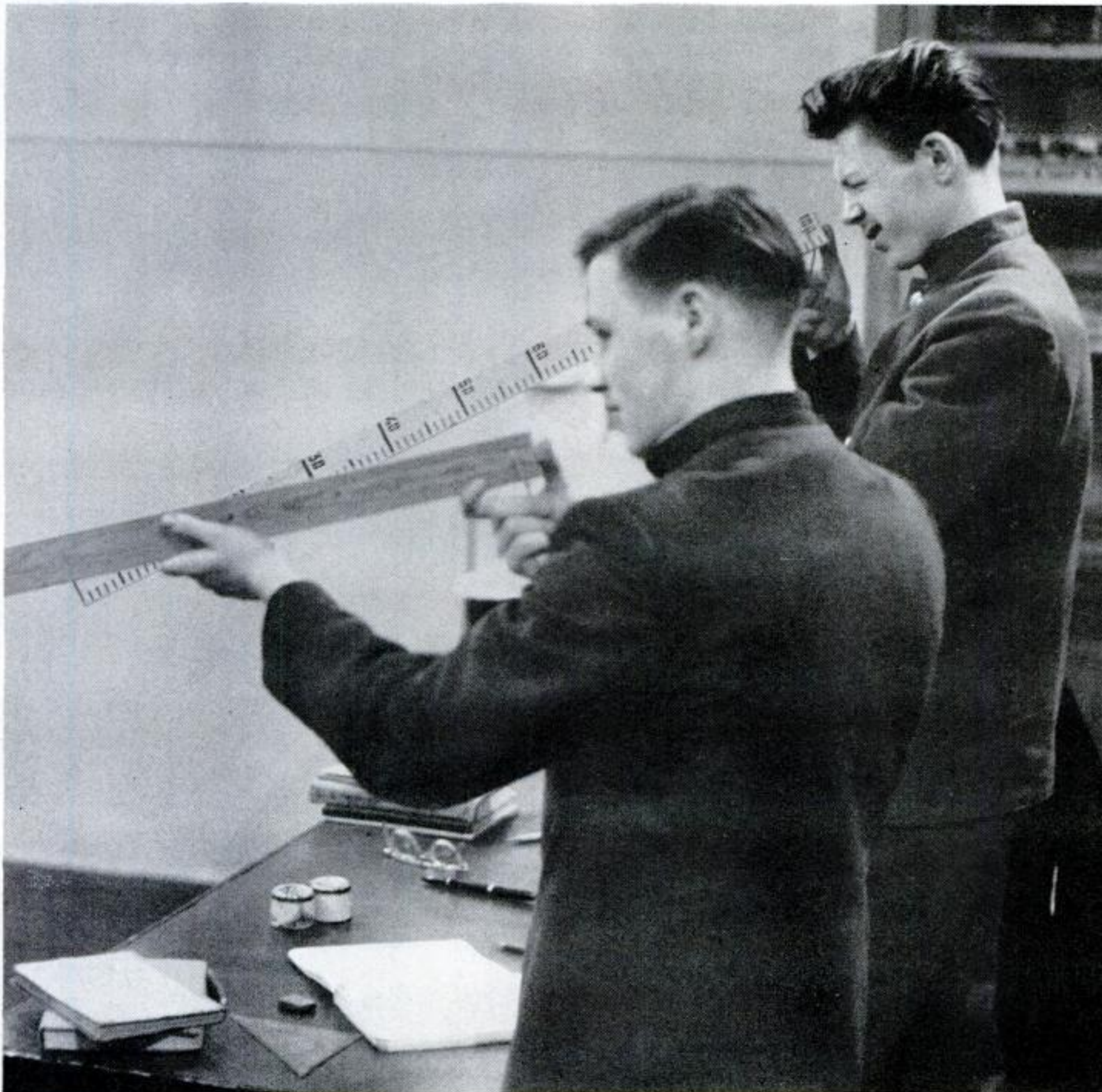


inequalities, a hard math taught in few U.S. high schools. School Principal Maria Skvortzova (*right*) also teaches history. A stern disciplinarian, she is an Honorable Teacher of Republic, has Order of Lenin and Order of Labor Red Banner.



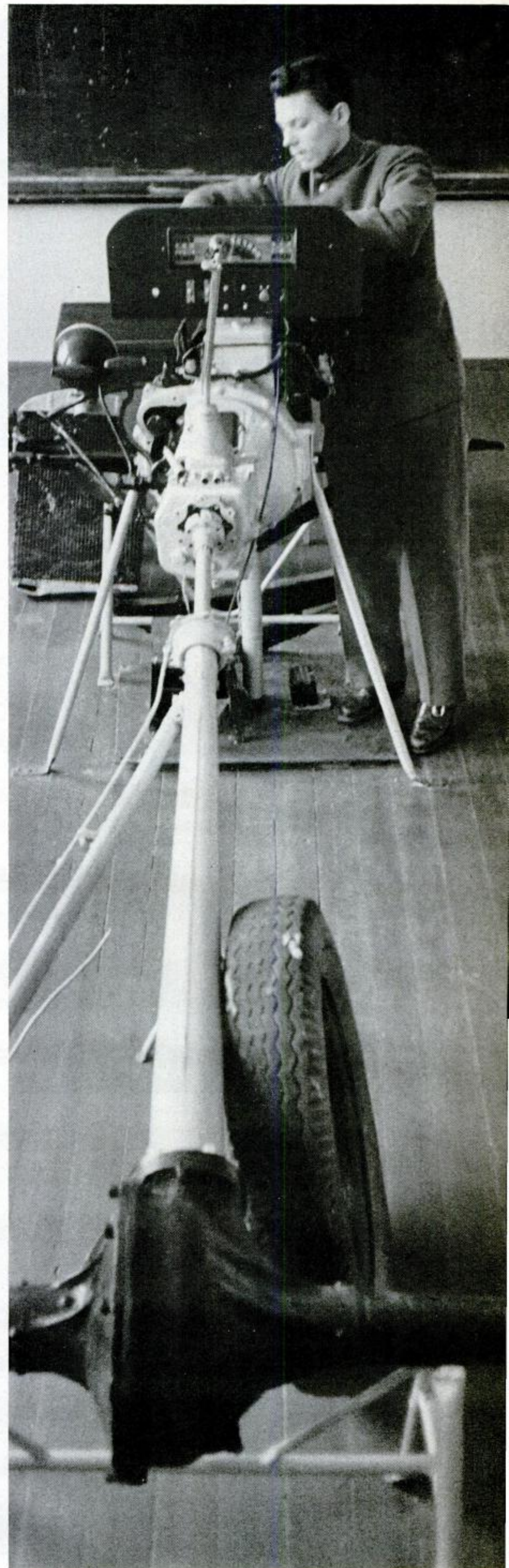


AN EXPERIMENT. EACH STUDENT IS PROVIDED WITH AN ADEQUATE SUPPLY OF CHEMICAL LAB EQUIPMENT



OPTICS EXPERIMENT in physics class examines behavior of light during an eclipse. Here Alexei (right) and classmate use rulers to gauge angle of

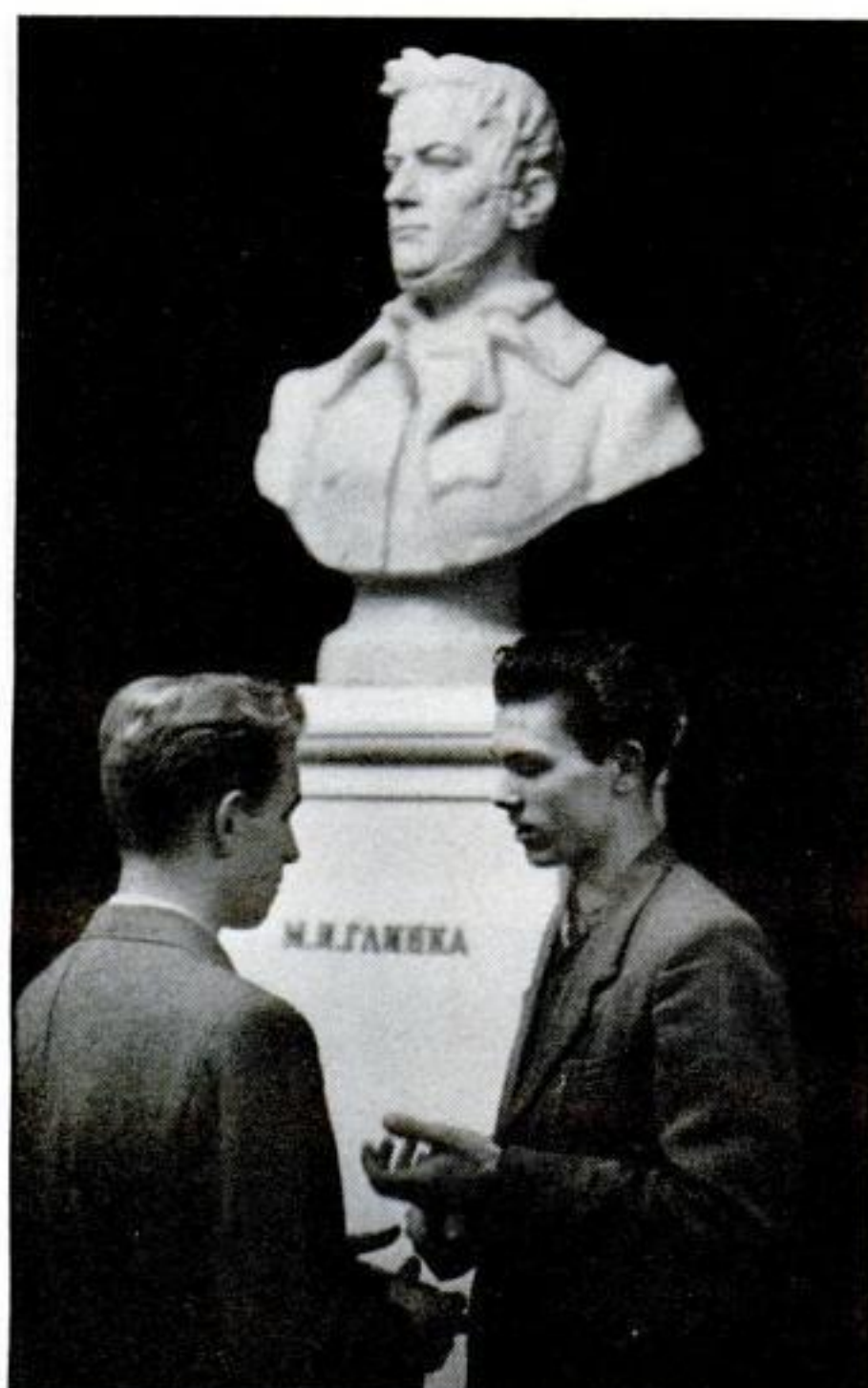
light rays in an artificial eclipse. Such simple equipment gives only approximate answers but does effectively put across the scientific principle involved.



SHOPWORK finds Alexei working on Gaz truck. Though he is college applicant, he must still take vocational courses because they are in curriculum.



AT MOSCOW SCIENCE MUSEUM ALEXEI (CENTER) AND CLASS ARE SHOWN MODEL OF EARLY RADIO TUBE



AT CONCERT Alexei chats with Oleg Koryakovsky beneath bust of Russian Composer Glinka. Alexei likes music of U.S. Composer Edward MacDowell.

A PURPOSE IN FUN TOO

Outside the classroom Alexei keeps moving at the same determined pace. Five years ago he took up volleyball, Russia's No. 1 participant sport. Later he joined the Moscow Spartak Club, to which several of his schoolmates belong. Through tenacious practice he made the club's juvenile volleyball team which plays other teams in the city.

Late in the day, after his long homework chores are over, Alexei often comes back to school for a game of ping-pong, to play the piano for a party or to dance a quiet fox trot. His interest in girls, by U.S. teen-age standards, has been slow in developing. He has recently started paying hesitant attention to a pretty classmate, Marina Dubrovnikova (*opposite page*). But for solid companionship he prefers his best friend Oleg Koryakovsky. Together they spend hours over the chessboard (*below*) or go to concerts. Alexei's tickets are paid for by his mother, a cost engineer in the automobile industry. On more frivolous occasions he takes in a movie, as he did recently when he went to see a Finnish film called *Hilya the Milkmaid*.



PLAYING CHESS at Oleg's home, Oleg and Alexei battle through a long game. Both boys play well, and at the moment the game is even. But Alexei won.

PLAYING VOLLEYBALL, Alexei tensely watches ball as teammate stumbles during the game. An average player, Alexei capitalizes on his 6-foot height. →





WITH A GIRL, Marina Dubrovnikova (*center*), and friend, Alexei reads Russian-English phrase book. They are on subway, on way to science museum.



AT THE PIANO Alexei plays a sedate fox trot for school evening social. A conscientious musician, Alexei finds time to practice an hour every day.



LAUGHTER FILLS AUSTIN MATH CLASS AS STEPHEN LAPEKAS LEAVES BLACKBOARD AFTER STRUGGLING THROUGH GEOMETRY PROBLEM. STEPHEN AMUSED



OFF TO SCHOOL, Stephen and Penny Donahue walk together through Chicago's residential northwest side. Stephen's father is decorator and painter.



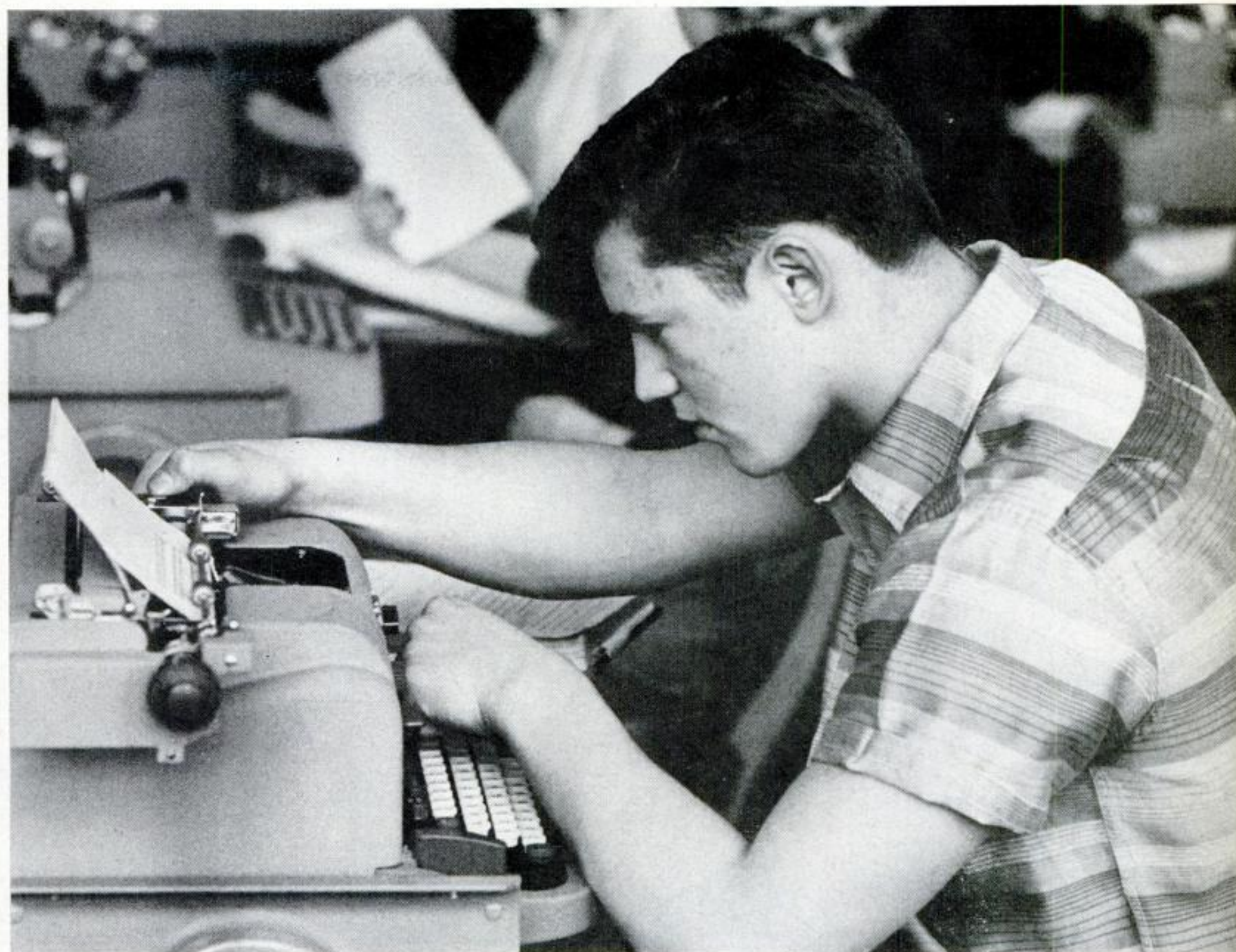
IN THE POOL, Stephen practices his legwork with a kick-board. He specializes in the 40-yard free-style and practices 11 hours a week during the season.

BIOLOGY EXHIBIT of dead guinea pigs momentarily diverts Stephen (white sweater) and others who file past during study period. Exhibit was prepared





CLASS WITH WISECRACKS ABOUT HIS INEPTITUDE



IN TYPING CLASS STEPHEN ADJUSTS THE TABULATOR. "I TYPE ABOUT A WORD A MINUTE," HE JOKES

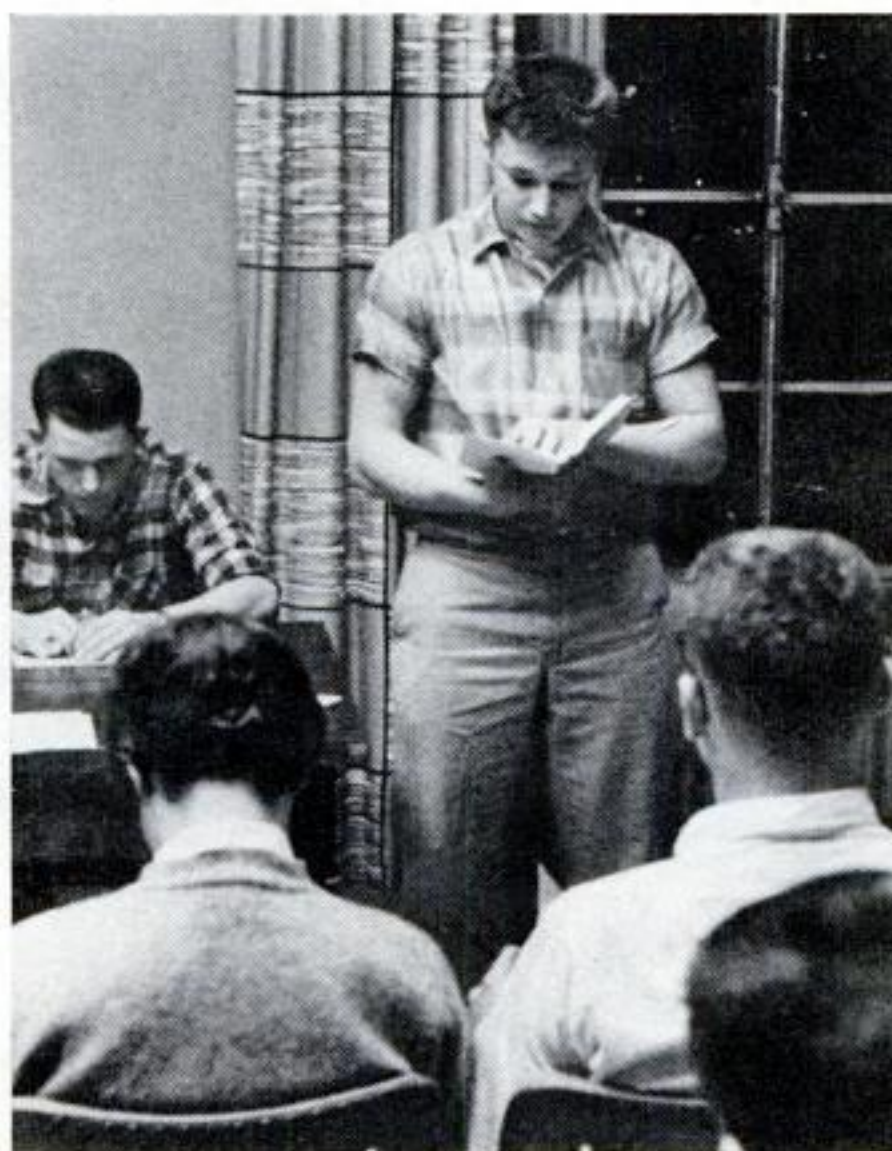
IN U.S.: RELAXED STUDIES

Stephen Lapekas of Chicago starts out almost every school day by meeting his steady, Penny Donahue, and heading for Austin High. Ten minutes later he gets to the Typing II class, slips behind a large electric typewriter and another pleasant school day begins.

Classes at Austin are relaxed and enlivened by banter. For Stephen, who is taking an academic course, this year's subjects include English, American history, geometry and biology, respectable enough courses but on a much less advanced level than Alexei's. The intellectual

application expected of him is moderate. In English, for instance, students seldom bother to read assigned books and sometimes make book reports based on comic book condensations. Stephen's extracurricular activities, in which he really shows talent and energy, leave him little time for hard study. He is the high school's star swimmer and a leader in student affairs. As a result, though the teachers consider him intelligent, he is behind in math and his grades are mediocre. "I worry about 'em," he admits, "but that's about as far as it goes."

by Austin student in connection with independent cancer research project. It was subsequently sent to citywide science fair where it took a first prize.



LEADING PRAYER as student council chaplain, Stephen opens council meeting with selection from Y.M.C.A. prayerbook. Students are hushed, reverent.



OUTSIDE HELP in geometry, Stephen's weak subject, is provided by Teacher Patrick O'Mara. Stephen's mother pays \$4 for one tutoring hour a week.



AFTER-SCHOOL THEATRICALS occupies Stephen Lapekas who, with Virginia Basile and Penny Donahue (right), dances *Rockin' Cha* at Y.M.C.A. Stephen spent four hours a week for two months rehearsing for Y.M.C.A. centennial.

AFTER-SCHOOL STUDY brings Alexei Kutzkov to the curtained silence of his friend Oleg Koryakovsky's home, a comfortably furnished Moscow apartment. Alexei, who seldom has a date, spends three to four hours a day on homework. →



CONTINUED

It's Time to Close Our Carnival

Sloan Wilson, best known as a novelist (The Man in the Gray Flannel Suit and his forthcoming A Summer Place), is also a well-grounded critic of U.S. education. From 1949 to 1953 he was assistant director of the National Citizens Commission for the Public Schools. He has also been New York Herald Tribune education editor.

THE facts of the school crisis are all out in plain sight—and pretty dreadful to look at. First of all, it has been shown that a surprisingly small percentage of high school students is studying what used to be considered basic subjects. Only 12½% are taking any mathematics more advanced than algebra, and only 25% are studying physics. A foreign language is studied by fewer than 15% of the students. Ten million Russians are studying English, but only 8,000 Americans are studying Russian.

People are complaining that the diploma has been devaluated in this nation to the point of meaninglessness. Bernard Leibson, principal of a junior high in New York City, recently admitted that while signing diplomas he suffers "great pangs of pedagogical conscience. Although Johnny cannot read above the fifth-grade level and Mary has barely mastered the fourth-grade arithmetic fundamentals, I have with the connivance of the duly constituted authorities helped to perpetuate the fiction that John and Mary have 'completed the course of study with a satisfactory record.' . . ."

Almost every conceivable reason has been offered for this state of affairs. Marion B. Folsom, who as Secretary of Health, Education and Welfare is a top man in U.S. public education, has demanded fewer "so-called popular or easy courses" and "less chrome, less country-clubbing." Admiral Hyman Rickover, father of the atomic submarine, concurs, citing specifically such courses as love and marriage: "You can learn how to make love outside of school in the good old-fashioned ways."

The teachers are to blame, say some critics. Lester Vander Werf, dean of Northeastern University's College of Education, recently accused teachers of not being intelligent enough for the functions they perform.

The students are lazy, says another group. Surveys by Margaret Mead and by a group of

sex interest. . . . They are overfed and underworked. They have too much leisure and too little discipline."

It is all the parents' fault, says a third group of critics. Dean Harry D. Bonham of the University of Alabama recently said, "I believe there is altogether too much parental laxity in requiring that the youngsters develop the habit of studying and doing their homework." Dean Thomas Clark Pollock of New York University's Washington Square branch blames the communities. Good high schools, he says, try to get rid of frills, "but too often their communities fail to understand or support them properly."

And finally the whole nation has been accused. A Dartmouth professor of chemistry wrote recently: "I am concerned about the easy living in this country. In the past, classes relieved from physical labor—the leisure class—always had some demanding ideal, bravery in war, social grace, or the responsible wielding of power. The only corresponding ideal in U.S. society that I can make out is being a good guy."

This is only a small sampling of the criticism of the schools that has been heard lately. The attack may seem unwarranted to many parents in conscientious communities whose good high schools regularly send graduates to the best colleges, but in the rest of the U.S. it is amply justified. And its cumulative effect has been devastating.

Falling behind Russia

OBVIOUSLY it is impossible to make sweeping pronouncements on the industry or intelligence of some 34 million schoolchildren and more than a million teachers. Some of the criticism is the inevitable blowing off of steam which always accompanies a democracy's efforts toward self-improvement. Still, the statistics cannot be disputed and it would be difficult to deny that few diplomas stand for a fixed level of accomplishment, or that great numbers of students fail to pursue their studies with vigor. Studies show that brilliant children in this country are nowhere near as advanced in the sciences as their opposite numbers in Europe or Russia. Why?

To find an answer it may be useful to go back in history and recall the way the U.S. school system developed. As recently as 50 years ago our high schools were almost carbon copies of their European counterparts. They offered a narrow selection of strictly academic subjects. The question of whether a youngster attended them depended at least as much on his social and economic station in life as on his intelligence. The age-old custom still held: education beyond grammar school was the privilege of the well-to-do.

Modern America changed that. This was the land of equality where no class distinctions were tolerated. If a rich man's son could go to high school, so could a poor man's son, and his daughter too. The schools began taking not only those who once would have fallen by the wayside for social or economic reasons, but also those who would formerly have been excluded for lack of aptitude or desire for academic work. It was pointed out that even the least intelligent youngster can learn something.

A new dream was born in America, and as a dream it was neither cynical nor naive.

Instead of trying to find students to fit a rigid curriculum, the schools decided to try to hand-tailor a course of instruction for each child. If poor Johnny could not learn chemistry or mathematics, the schools would not throw him onto the street. They would teach



Standards are lowered for average student

him woodworking, they would adjust him to life, they would make him a better citizen. And after he served his four years in high school, they would give him a diploma as fancily lettered as everyone else's.

There was a basic humanity in these changes and common sense too. It is true that even the dullest can learn something. Johnny undoubtedly was a better person and a more useful citizen after his four years of high school, even if he did not learn much in academic terms. And the destruction of social and economic barriers to education profited the nation enormously. The schools released a flood of energy and talent such as the world had never seen.

To run the new schools a whole new breed of educator appeared. They were men such as John Dewey and his disciples, who invented some of the silliest language ever heard (the "total personality" of a child was to be developed through "group psychological engineering"). The development—their apologists say the distortion—of their aims was disastrous in many cases. But these educators also emphasized some things that good teachers had known for centuries—briefly, that children learn quicker when they are led to understand and to enjoy their studies rather than simply being made to learn by rote, and that teachers should take the child's entire environment and nature into account in deciding how to teach him.

What went wrong?

In the first place, nobody foresaw how enormously expensive such a school system would be. We were already spending more on education than any other nation, but we were hardly able to provide the money needed for so much individual attention to so many. Educators as a result were forced to design programs for "the average student." Special courses were provided for those experiencing unusual difficulty, but the gifted students were largely ignored.

The lack of funds was only the beginning of the trouble. One by one the traditional spurs to effort were removed. With students no longer being held to a rigid level of accomplishment, report cards, as well as diplomas, became almost meaningless. Laws were passed



Who pays attention to teacher?

Purdue scientists have shown that most youngsters consciously avoid taking science subjects because they do not think a scientific career is worth all the effort. A junior high school teacher recently wrote that students nowadays "are being smothered with anxious concern, softened with lack of exercise, seduced with luxuries, then flung into the morass of excessive

TO REVITALIZE AMERICA'S EDUCATIONAL DREAM WE MUST STOP KOWTOWING TO THE MEDIOCRE

by SLOAN WILSON

requiring even the dullest students to remain in school until their middle or late teens, and the educators found they could expel almost no one. Soon they discovered that it was less damaging to all concerned to let dullards progress through the grades with their contemporaries than to hold them back and let them disrupt classes of younger children. Automatic promotion, automatic graduation and report cards on which rarely was heard a discouraging word became the rule, and it was not one which inspired every student to do his best.

The fountainhead of the "new education" became Columbia University's Teachers College, which exaggerated the bad aspects of "progressive education" at least as much as it emphasized the good. This led in due course to the greater glory of the professional educationist and the increasing disillusion of many parents and teachers.

Unless a youngster arrived at school with a genuine desire for knowledge, there was very little incentive for him to study hard. And as we were to discover, precious few youngsters came equipped with anything like a real drive to learn.

In Russia and in Western Europe children had more reason to study. In the Soviet Union, especially, scientists and technicians were the new aristocrats, and the only way to join their ranks was through academic accomplishment. Today if a Russian boy fails in school he may face the bleak prospect of being a day laborer or serving in some other lowly capacity. No one in Russia can entertain the dream of leaving school early and making a million rubles as a salesman.

In Europe the possession of a diploma has continued to be a social distinction, and the educated man there is respected even if he is poor. And in both Russia and the other European countries the bright student, because he

drifting through school in search of easy roads to high pay and with the bland disregard of intellectual values which has affected many school administrators and teachers, along with most other Americans.

Upon arriving at high school today an American youngster is faced with a bewildering choice of literally scores of subjects, many combinations of which can lead to a diploma, and many of which are far easier than physics, mathematics or a foreign language. He can study marriage, chorus or "advertising arts." In some schools he must give time to the study of safe driving and the evils of alcohol. Courses in typewriting and dancing vie for his time.

Doing almost nothing well

WITH the accident rate and the divorce rate as high as they are, a good case can be made for instruction in both driving and marriage, and there is no real reason why a youngster should not be taught dancing if the school has the extra money and the pupil has the extra time for it. But all too often the school provides courses in safe driving when it doesn't have the money for adequate courses in chemistry. The schools are becoming increasingly vulnerable to the charge that in trying to do everything for everyone, they are succeeding in doing almost nothing well.

The upshot is that many a brilliant youngster finds that his school has assumed the aspects of a carnival. In one room pretty girls practice twirling batons. The sound of cheers is heard from the football field. The safe-driving class circles the block in new automobiles lent by an enterprising dealer. Upstairs funny Mr. Smith sits wearily on a stool in the chemistry lab trying to explain to a few boys that science can be fun, but who pays any attention to him?

It is hard to deny that America's schools, which were supposed to reflect one of history's noblest dreams and to cultivate the nation's youthful minds, have degenerated into a system for coddling and entertaining the mediocre. It is one thing to establish courses of varying purpose and of varying degrees of difficulty to fit the talents of various individuals, but it is quite another to run schools in which most of the students avoid the tough courses—and get away with it.

There is no point in trying to return to the 19th Century to find a cure for these ills. No one could seriously suggest nowadays that high schools should be restricted to the brilliant few, or to a small social or economic group. No, what we have to do is to recapture the enthusiasm for the great dream we once had, and to pursue it with a better sense of values. We must quit perverting it as we have in the past.

In the midst of the blare of commercial success we must recapture an honest respect for learning and for learned people. Abandoning that basic virtue in the first place was never meant to be a part of modern education and is part of no theory. It is one thing for us to glory in the tradition of the frontiersman in his buckskins who shouted "I'm as good as you are" to the whole world of bewigged and beribboned aristocracy, but it is quite another to allow a callow adolescent to slouch in his jeans and motorcycle jacket in smirking disrespect for a good and earnest physics teacher.

Democracy was never supposed to substitute license for discipline. Instead, it was meant to substitute self-discipline for oppression. But not even the most doctrinaire psychologists say that children can be expected to survive with self-discipline alone. Often they have to be told by both parents and teachers what to study and how to behave.

If we are going to start insisting upon honest respect for learning, hard work and good conduct, most of us will have to get tough with ourselves as well as with our children and the schools. A child who hears "eggheads" derided at home, and who sees his parents caring for little more than economic success and entertainment, can hardly be expected to excel as a scholar. And those who administer the



An eager student is branded a queer duck

schools cannot be expected to provide an education suited to each child's ambitions and needs if the money for small classes and good teachers is not forthcoming.

The sort of effort that is required is one which can only be expected in time of emergency. Such a time is, however, at hand. In past decades we could pride ourselves on the multitude of untutored geniuses who could and did devise the reaper, the electric light bulb, the airplane and countless other mechanisms which are now part of civilization. But times have changed. Space ships and intercontinental missiles are not invented by self-educated men in home workshops. They are developed by teams of highly trained scientists, most of whom must begin (and get much of) their education in the public schools.

It goes without saying nowadays that the outcome of the arms race will depend eventually on our schools and those of the Russians. It is just as obvious, if less often pointed out, that the kind of understanding between peoples which some day may perhaps make arms races unnecessary also depends in large part upon education.

The United States was the first nation in the world to provide schools for all children, and that is one reason we have prospered. If our schools fail, it will not be because we care too much for our ideals but because we care too little. We should not need the threat of Russia to be convinced that it is time to close the carnival and go to work.



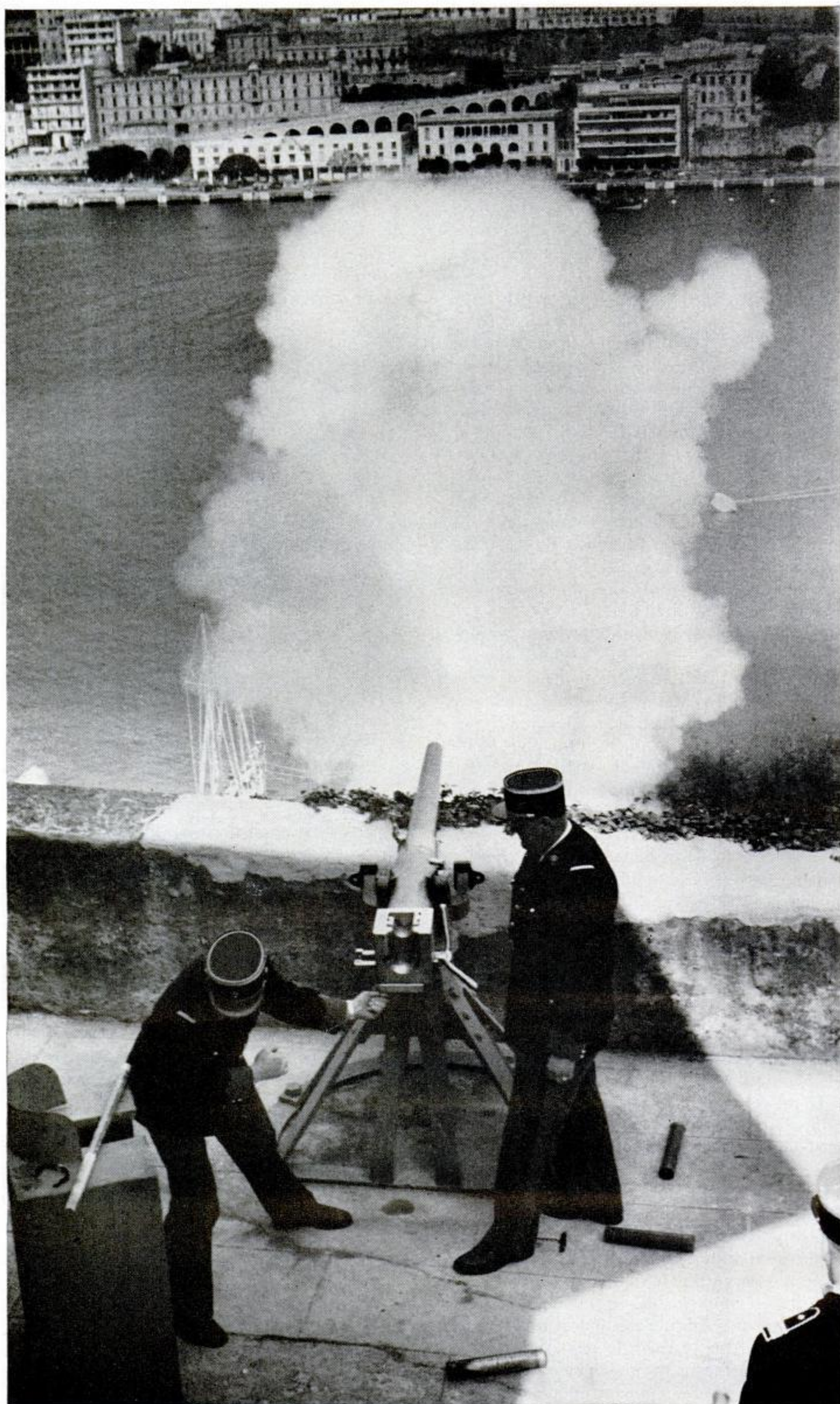
Easy courses vie for a student's time

is very likely to become an important man, is widely admired by his contemporaries.

The American youngster who miraculously does arrive in school with an honest drive to learn finds himself having to play the role of "queer duck"—a difficult role indeed for most adolescents. Most of the public schools are simply not geared for him. True, he can usually find a chemistry or trigonometry course, and if he is lucky he may find a knowledgeable teacher who will greet him with open arms. But he must also contend with hordes of youngsters

NEXT WEEK: WHAT IS WRONG IN THE TEACHING PROFESSION

A LOOK AT THE WORLD'S WEEK



SALUTE TO GRACE'S BOY

Across Monaco harbor a 101-gun salute broke the joyous news: the Princess of Monaco, nee Grace Kelly, had presented Prince Rainier with a male heir. Monegasques rejoiced since by treaty their country remains free of France only as long as the Grimaldi family reigns.

FATAL FALL FROM BIKE →

Jesse Horelica hit a patch of soft sand in a race at Daytona Beach, Fla. and as his motorcycle flew high out from under him, he sprawled helpless on the track. Then Horelica was hit by another racer who could not swerve out of the way in time. He died later in a hospital.



A crowd of jobless filing claims for unemployment compensation in Detroit, bellwether city of the U.S. economy, signaled a further deepening of the recession. Claims in Detroit were



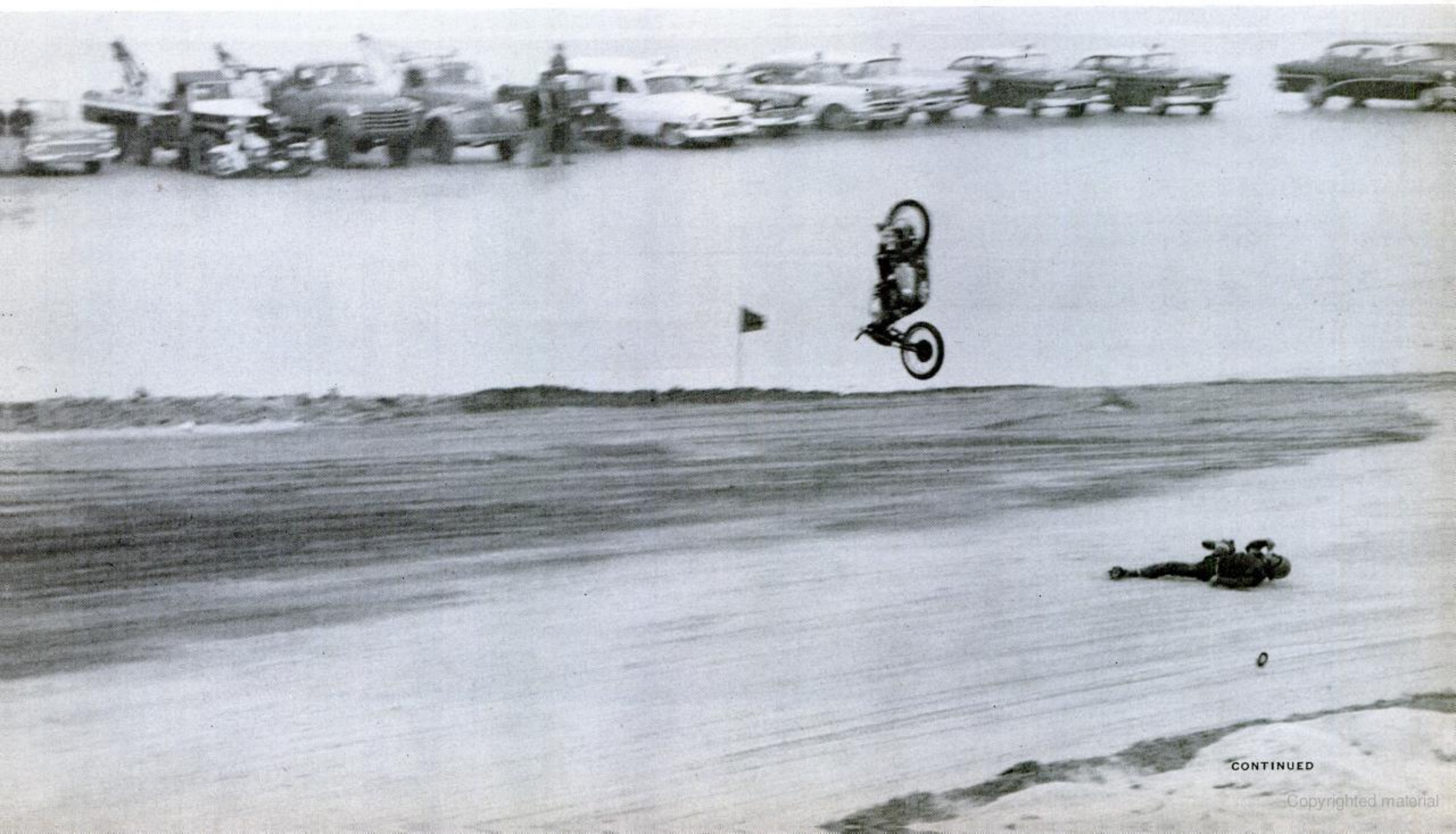


JOBLESS IN DETROIT, MARKS OF DEEPER U.S. RECESSION

running at more than 205,000, and in the country as a whole March unemployment threatened to exceed February's total of 5.2 million. Congress and the Administration hurriedly

pushed remedial action. A \$1.8 billion housing bill and a \$1.7 billion highway construction bill were in the legislative works. The biggest debate was whether there should be a tax cut

(see *Editorial*). Vice President Nixon favored a cut soon if the economy did not improve, but both the White House and Senate Democratic Leader Lyndon Johnson agreed to wait.



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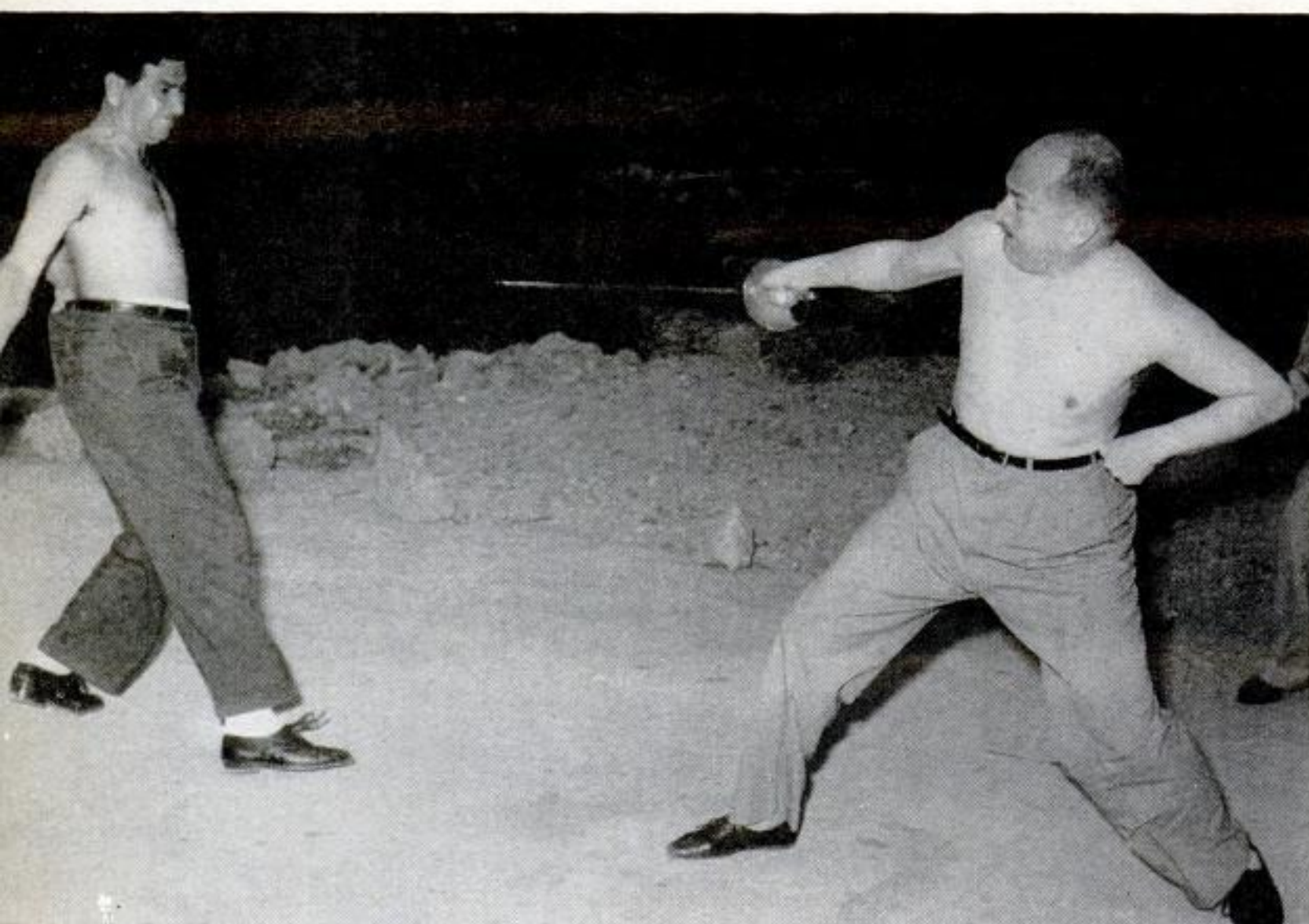


KISS FOR SLIM MAMIE

With a warm kiss President Eisenhower acknowledged his wife's new radiance and slimness—acquired at Elizabeth Arden's Arizona beauty ranch—as she arrived back at Washington National Airport. The health treatments she took made the First Lady lose five pounds.

THE SHOCK OF FREEDOM→

The heady air of freedom overcame Nathan Leopold, released from prison after serving 33 years for his part in the 1924 murder of Bobby Franks. He grew car-sick on his trip from jail to Chicago. Two days later Leopold flew to Puerto Rico to a \$10-a-month hospital job.



A POLITICAL DUEL IN PERU

As political tension grew in Peru, Senator Wilson Sologuren (*left*) called Police Minister Jorge Fernandez Stoll a coward and Stoll called for a duel. When Sologuren suffered a slash on the wrist, Stoll was declared winner. The Catholic Church, which forbids dueling, excommunicated both men.



A POOLING OF LITERARY TALENTS

After marrying publisher Guy Schoeller, 42, spendthrift writer Françoise Sagan, 22, received reporters as the couple stood at a pool table. But the author of *Bonjour Tristesse* refused to make a press statement, explaining, "I've already said 'I do.' Isn't that enough for one day?"

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3

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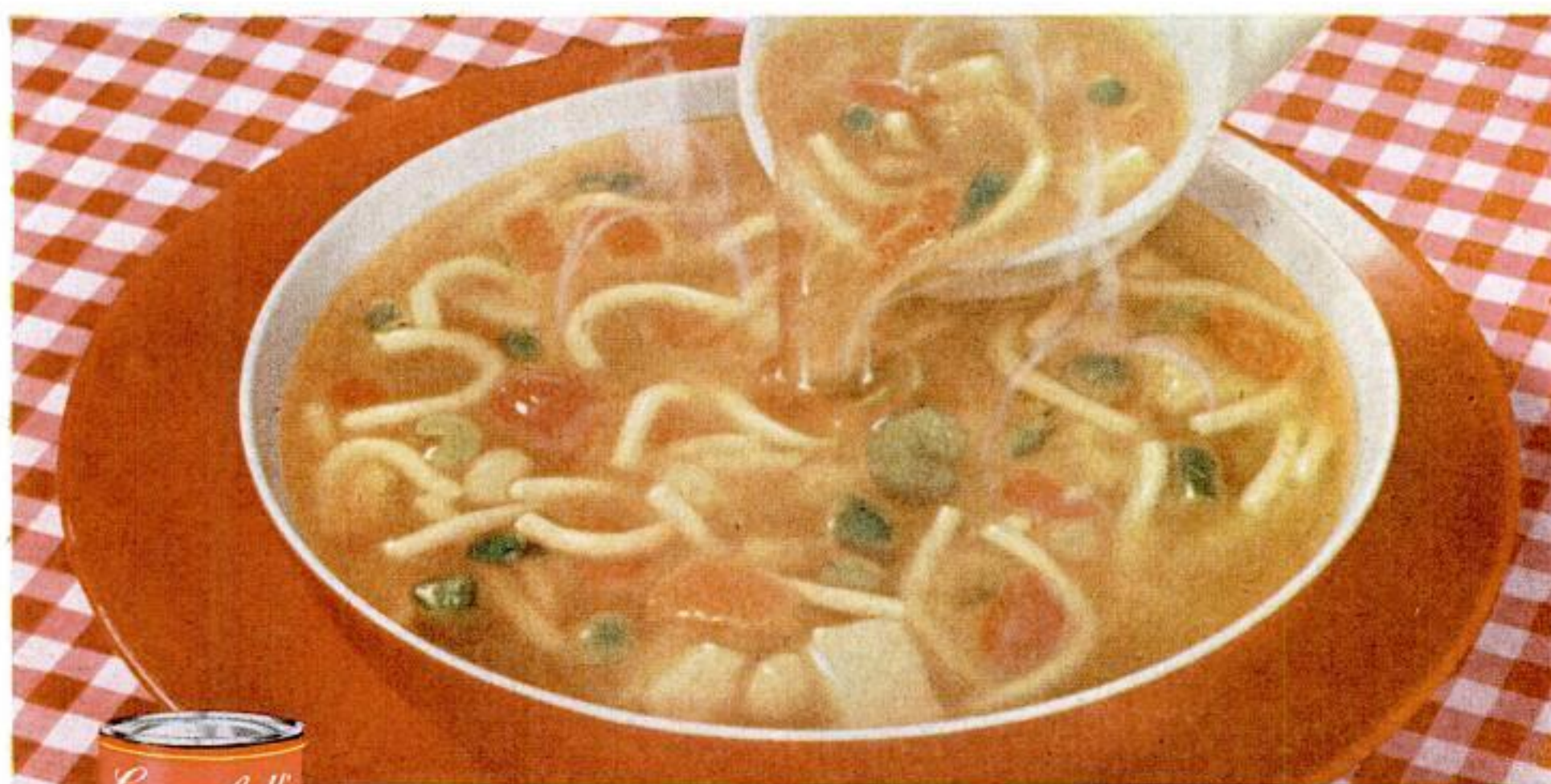
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*M'm! M'm! Good! Nourishing good!
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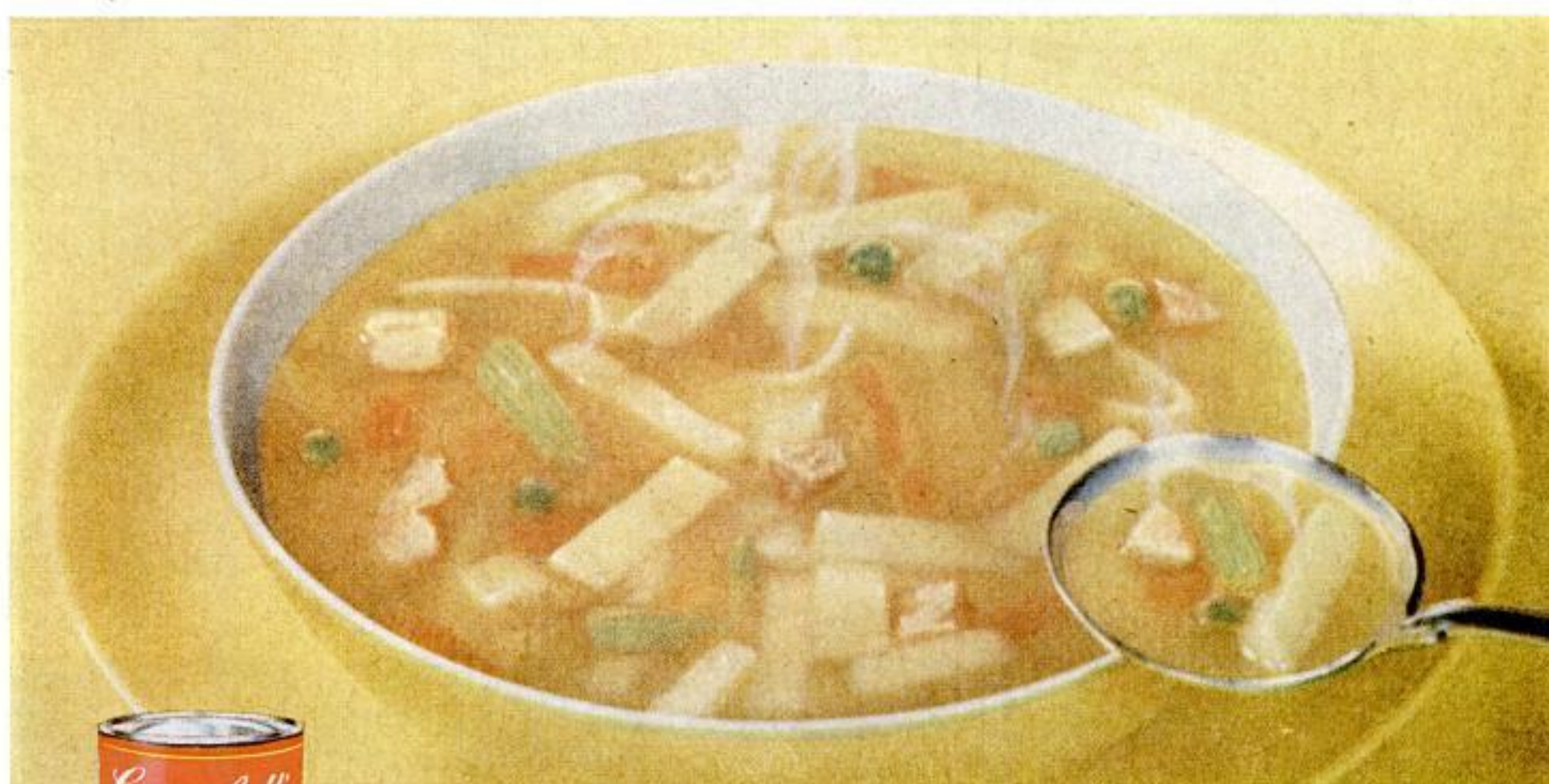
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NEW! Minestrone Soup

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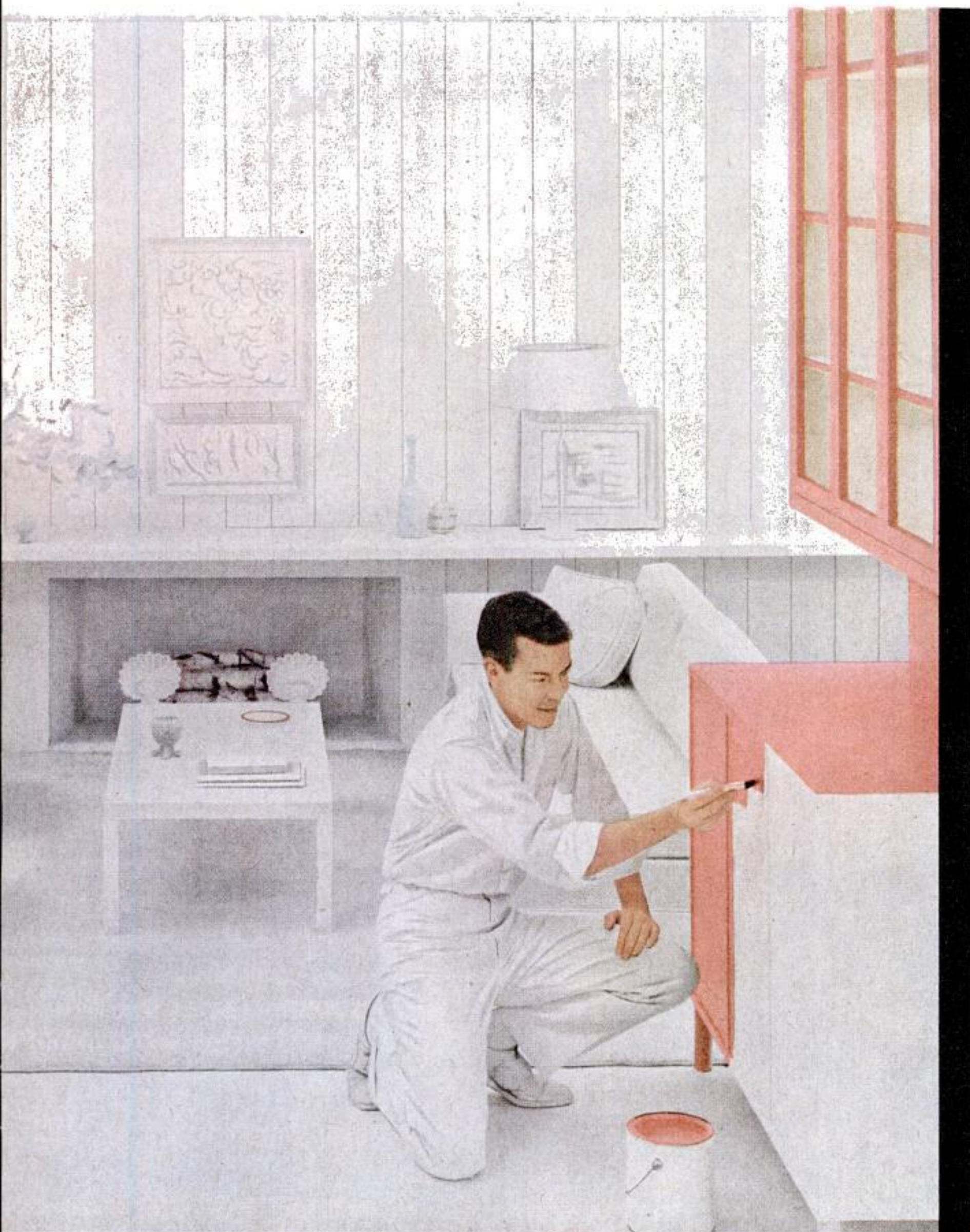
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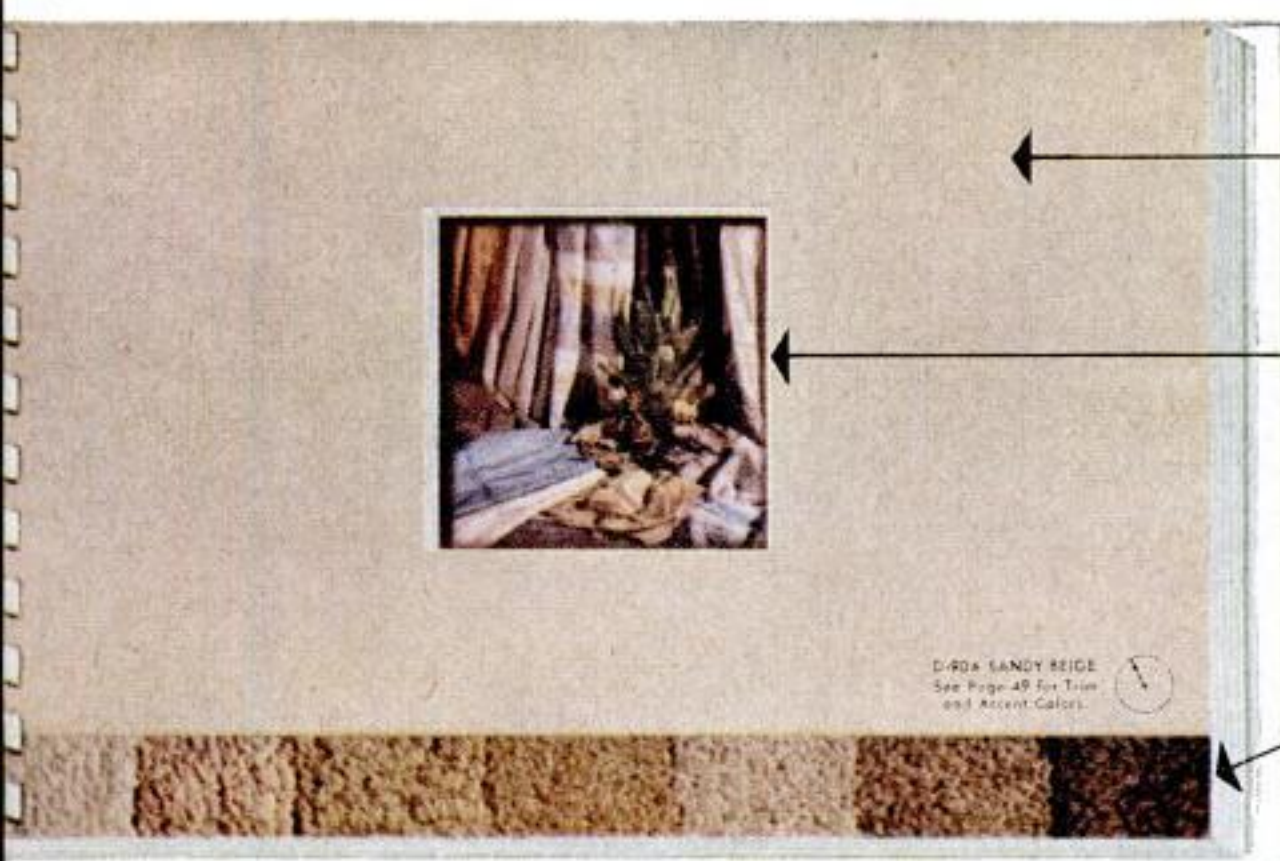
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REPUBLICAN REMEDIES, ADEQUATE NOW, SHOULD LOOK BETTER THAN THE DEMOCRATIC IN 1960

In a timely nonaggression pact, Speaker Rayburn and Secretary of the Treasury Anderson have agreed that neither will sponsor a tax cut without notifying the other. Their pact buys time for sober thought about the recession, which unemployment has made a major political issue.

It should be a political issue but not of the frantic auction variety seen to date. The Democrats are trying to re-enact their role of the '30s as the party against Hooverism. To avoid the Hoover label, 18 Republican senators have accepted Democratic leadership on at least one public works proposal; and even Vice President Nixon has staked out a Republican claim on a tax cut. What are they so scared of? There is not the slightest taint of Hooverism on the Eisenhower policy and Republicans will not make votes for themselves by acting as though there were. But there is an honest difference between the Eisenhower and the Democrats' recession policies and the voters deserve some help in having it coherently exemplified.

The difference is this: the Democrats tend to prescribe spending itself as a remedy, while the Republicans must know what the spending is for. While the Democrats seem to be there fustest with the mostest remedies, the Republicans must keep one eye on the future of the economy as a whole. Eisenhower said in '56 that the Republicans are the party of the future. How he handles the slump will be a good test of his words. And it can determine whether the slump is to be followed by another healthy boom or by a really dangerous bust.

One of those taxi drivers who make so much business opinion recently told a fare that the recession was willfully caused by rich people and politicians. He reasoned that, since a recession can be cured, its very existence proves it was planned. His conclusion was that Uncle Sugar need only press Lever A, raise Spout B, pour a million cupfuls of seedless raisins down Funnel C and—hey, presto! the boom resumes. Whether this view be widely held or not, no responsible Republican should espouse it. There are right and wrong remedies, the choice depending on which symptom you want to alleviate. The New Deal did a lot of good things to the U.S. economy in the '30s, but the cure of unemployment was not one of them (only the war did that). The Eisenhower administration has already taken strong measures against this recession; and if more are called for, their particular purpose should be kept clearly in view. The chief treatment areas are three.

1) Consumption Retail sales remain slightly ahead of last year. There has certainly been no panicky buyers' strike. The closer to the ultimate consumer—for example, in department stores—the better is business likely to be. The big exception is new automobiles and the exception to that is low-priced cars (imports and Ramblers—see p. 69). Consumers still have plenty of buying power for any manufacturer who rediscovers pricing and selling.

Advocates of a quick tax cut, like Senator Douglas, argue it would give the economy a jolt by putting money in consumers' pockets. The trouble is that pockets is where most of it would probably stay. A tax cut for its sake has considerably less justification today than the comparable proposal, semiseriously advanced by some New Dealers in the '30s, to drop dollars from airplanes across the land.

2) Investment Here is the weakest front. Corporate outlays for new plant and equipment will be down from \$37 billion last year to \$32 billion in 1958, according to latest estimates. Unless this drop is offset by other expenditures the recession may

deepen; and only when capital investment stabilizes or rises again will a firm basis be laid for the next boom.

As for offsets: the Administration has already committed itself to enough new federal expenditures to make up most or all of the difference. The rate of defense spending (thanks to Sputnik) will soon be twice as high as it was in the last six months of 1957. Public works spending will also be speeded up; so will government aid to housing and urban redevelopment; so will the federal highway program. These speed-ups, mostly initiated by the Administration, are being given additional gunning by congressional Democrats, who seem more willing than Republicans to ignore the size of the deficit.

As for the next investment boom: a survey of 165 large-corporation executives (to be published in the April *FORTUNE*) discloses an astonishing bullishness about long-term prospects. A quick tax jolt would not stimulate this bullishness; on the contrary, it might make some businessmen fear the government had lost its mind. What would stimulate long-term-profit prospects, and therefore another corporate investment boom, would be a serious effort at basic reform of the federal tax structure. Certainly any tax bill ought to be carefully considered for its long- as well as short-term effects.

3) Unemployment This is the chief reason for trying to end the recession. It is therefore vital to distinguish between measures that relieve unemployment and those that don't.

Among those that don't are the freeze in agricultural price supports which the Senate passed last week on the demagogic plea that it was "anti-recession" legislation. This freeze will increase the deficit, but the deficit by itself will not create a single job.

Among measures that do relieve unemployment are Eisenhower's plan to prolong state unemployment insurance payments. But to create new jobs a fourth ingredient must be added to the men, money and materials that constitute any job. This fourth ingredient is ideas.

The idea of building a post office, school, dam, missile or anything else useful or salable creates jobs. Thus the government alleviates unemployment when it starts new projects of this useful kind or redirects old ones toward surplus labor areas. But you cannot get good job-creating ideas out of a government just by forcing deficits on it. When you try, the government's idea-men are apt to wind up handing around WPA rakes and shovels. The present level of unemployment is serious enough, but it is not that serious. Its real cure will be a resumed expansion in private business, which alone can keep 68 million men and women at useful work.

Thus if the Republicans are really the party of the future, they will not let the immediate unemployment problem distract them from that of our long term economic health. The Democrats will see to it that the unemployed are currently vocal; but who if not the Republicans will represent their future, which is bound up with that of the economy as a whole? A policy of squandering now will revive inflation without curing this recession and thus make the next one worse. If the Democrats wish to go to the voters in '58 with such a policy, the Republicans will be well advised to fight them on that ground, win or lose. For more will be at stake in 1960, by which time the Republicans, the unemployed and the nation will all need another boom. We can be earning it now.



FIRST QUEEN, Fawzia sat with shah and daughter Shahnaz in 1945. Shahnaz was married last year.



IN WEDDING PORTRAIT, when she was 18 and shah 31, Soraya wore Dior gown, crown emeralds.



LAST OUTING TOGETHER took Soraya and shah to ski in the Iranian mountains only last month.

BANISHMENT OF LOVELY QUEEN

Still seeking a son to succeed him, Iran's shah divorces childless Soraya

A royal marriage which the world at large and probably the principals thought an idyl of love and beauty ended last week in dynastic frustration. Because she failed to bear him an heir, Mohammed Reza Pahlavi, the shah of Iran, divorced Soraya, for seven years his queen.

The act was not without precedent. Ten years ago, the shah divorced his first queen, Fawzia of Egypt, when the nine years of their marriage bore no fruit but a daughter.

For several years junketings of the shah and Soraya on missions of state were also an international search for medical miracles. A month ago the pressures in Iran to prolong the Pahlavi dynasty by male succession grew very great. Soraya left for Europe while the shah stayed behind to wrestle with the problem. A messenger came to Soraya in Cologne, Germany, reportedly with the proposal that she permit the shah to take a second, legal wife under Moslem law. But this she would not do. Instead the beautiful queen sent forth word, "I will with my deepest regret . . . sacrifice my own happiness . . . and pronounce my readiness to separate from His Imperial Majesty."



BEARING BAD NEWS, Amir Bakhtiari, queen's uncle, comes to Cologne.

UNHAPPY SORAYA WALKS IN COLOGNE WITH BROTHER BIJAN, GERMAN-BORN MOTHER EVA ESFANDIARI





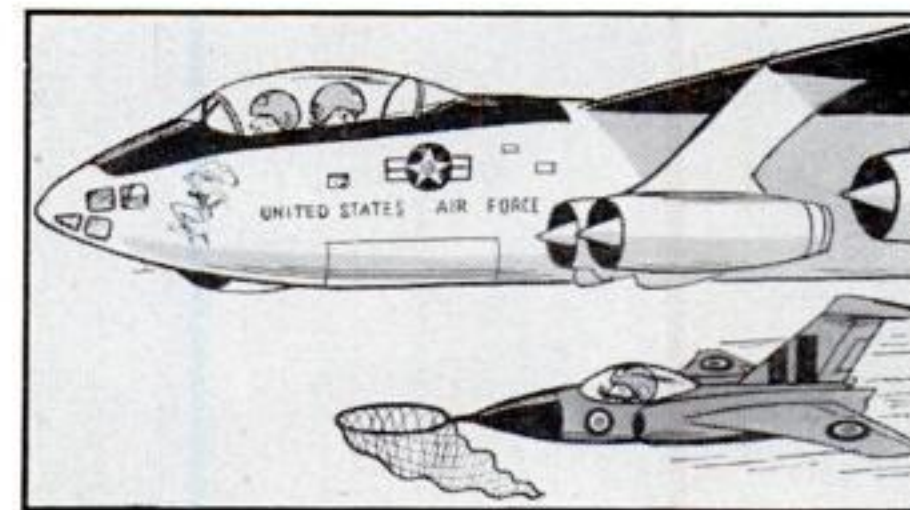
CAST-OFF QUEEN, swathed in mink, Soraya pauses as she window-shops wistfully outside florist's in Cologne. Always, during previous separations, Shah had

ordered dozens of flowers delivered to her daily. In Cologne to visit ailing father, Soraya wore this brooding, depressed look whenever she appeared in public.



IMPACT AREA centers around Gregg garden (left) where crater made by bomb fills with water. Gregg

house (upper right) was caved in by the blast which also ripped limbs off trees to the right of the hole.



BRITISH REACTION (in London *Daily Sketch*) shows RAF jet ready to catch B-47 bombs in midair.

A SCARE FELT AROUND WORLD

The atomic bomb dropped by a SAC B-47 over Mars Bluff, S.C. last week did limited damage on the ground. But what could have happened caused shudders felt around the world.

The bomb was not armed. As a routine precaution, the triggering mechanism needed to start nuclear reaction was being carried separately so no nuclear explosion or radiation resulted. But the TNT used to detonate the bomb exploded on impact. It blew a hole in railroad conductor Walter Gregg's backyard and demolished his house. Luckily the Gregg family suffered only minor cuts.

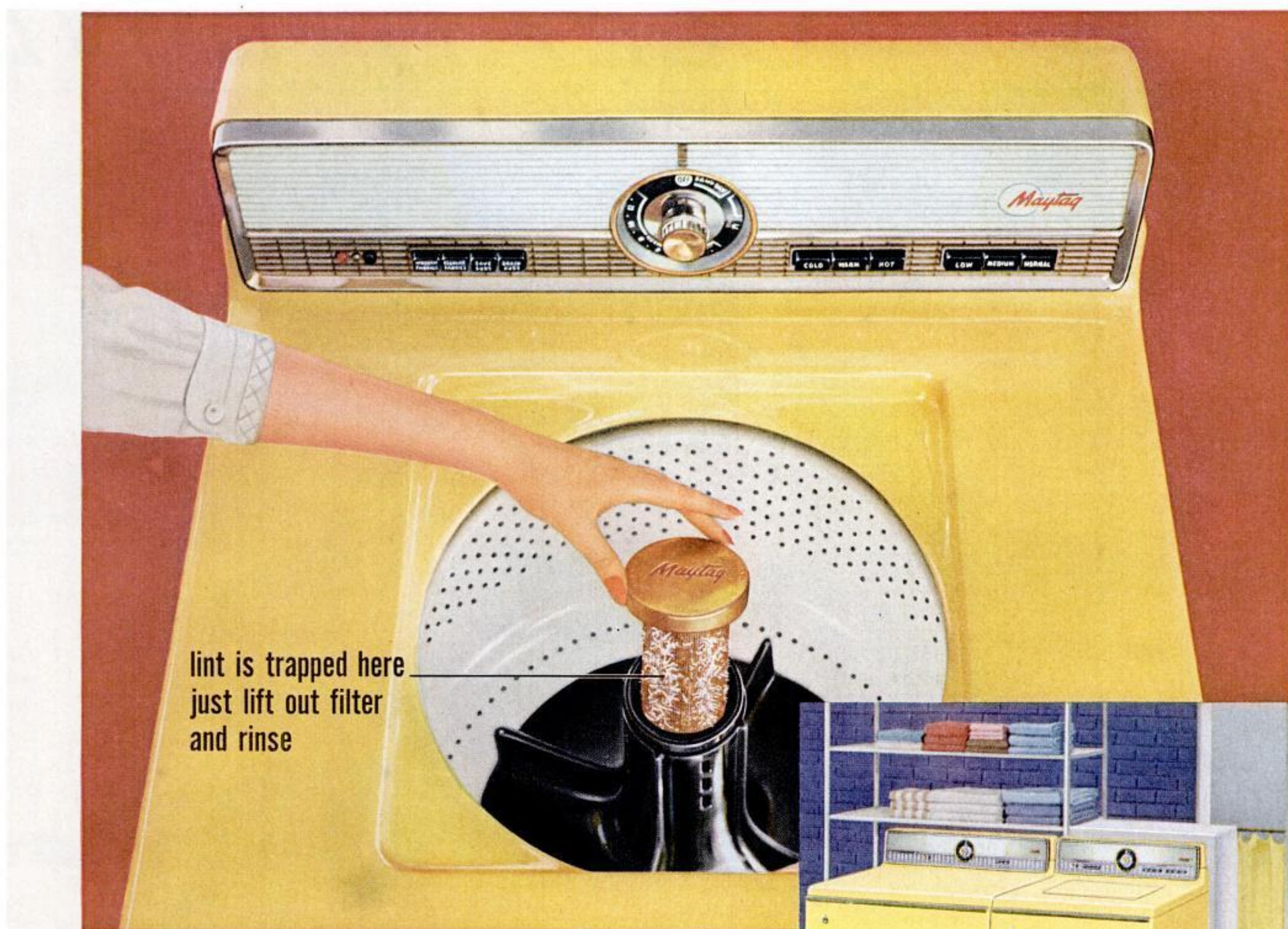
While SAC teams rushed to survey the damage and find the cause of the accident, the bombing of Mars Bluff got noisy publicity in England, where the presence of U.S. nuclear weapons had already stirred up strong political criticism. Moscow, which would like nothing better than to see SAC fly unarmed, quickly tried to convert the accident into propaganda for nuclear disarmament. But Walter Gregg's own neighbors took the bombing calmly. "We realize we live in perilous times," said a local mayor. "This accident is one of the dangers."



ON THE CARPET before two investigating officers (right), crew of plane which dropped the bomb goes over procedures to determine the cause of the accident.

← **SURVEYING WRECKAGE** of their home, Walter and Ethel Gregg stand in doorway with 6-year-old twins. Third child was sent to neighbors after accident.

New Maytag Lint-Filter Agitator removes lint, dispenses detergent, pumps suds through clothes



lint is trapped here
just lift out filter
and rinse



**New kind of lint-filter—
works where the lint is**

Filters during wash and rinse cycle. Works with Maytag's 926 lint remover portholes to get rid of more lint than ever before possible. Lint-Filter never interferes with loading or unloading clothes.



**Built-in suds dispenser
is right in the agitator**

Pour detergent into agitator. Dispenser sprays fully dissolved detergent into water—automatically. No "globs" of half-dissolved detergent on clothes. 2-cup capacity lets you add water softener if water is "hard."



**Agitator pumps sudsy
water up through clothes**

Creates a steady stream of surging sudsy water that loosens and lifts out dirt. Gets clothes *really* clean. And this new Maytag gives you a new kind of gentle thoroughness with automatic washing.



The New Maytag All-Fabric Automatic also offers a new Automatic Rinse Conditioner (softens rinse water) . . . new Pushbutton Water Level Control—saves as high as 2500 gallons of hot water every year! Plus 2 wash speeds, 2 spin speeds, and 3 water temperatures including "cold." In 3 colors and white, with matching "Halo of Heat" Dryer (gas or electric). As little as \$3.50 a week. A complete line of Maytag automatics for every budget. Sold in Canada and throughout the world. *The Maytag Company, Newton, Iowa.*

MAYTAG

All-Fabric AUTOMATIC

1958 Mercury puts you in tune with



CLEAN LINE

Even the roof says "Mercury"—distinctively clean, slim, strong



Most beautiful inside, too.



Every sparkling detail is bold and dramatic



Mercury offers you true luxury without a luxury price



the times with

MODERN STYLING



Rich, colorful, elegant

MERCURY LEADS THE WAY WITH STRAIGHT, CLEAN, UNCLUTTERED STYLE — THE LOOK OF TODAY IN EVERY LINE

The trend is clear. The straight line—the clean line—is the beauty line today.

The evidence is everywhere: in fashion design, in architecture, in furniture, in our homes.

And in automobiles, only Mercury brings you Clean Line Modern Styling—the trim, straightforward, beautiful lines that match the shape and tempo of our times.

The dramatic difference becomes clear when you compare Mercury with any other car you can name. The Big M needs no bulges or glitter to tell you its model year.

The flair and spirit of its styling say *1958 all over*.

And so does Mercury's championship performance. You get the most advanced automotive engine ever built—with more power from less fuel—and up to 360 hp. You get everything from self-adjusting brakes to options like automatic power lubrication. And Mercury is so easy to afford. Prices start below many models of the "low-price 3." Why not get all that your money can buy. See for yourself today at your Mercury dealer's showroom.

MERCURY DIVISION • FORD MOTOR COMPANY



MERCURY

THE PERFORMANCE CHAMPION FOR 1958

Wesson Oil

takes the smoke out of frying!



SOLID SHORTENINGS SMOKE BECAUSE they contain an emulsifier. This additive is good for baking, but smokes at frying heat. Shortening that smokes is breaking down, and that can hardly be good for you.

WESSON OIL DOES NOT SMOKE BECAUSE it is *all* shortening in its purest form—nothing added. Wesson is so clear and brilliant, so light in body, it sparkles as it pours. No other oil as fresh, as pure and as light.



Smoke's out! Flavor's in!

Enjoy cleaner frying with no clinging odor

Brighter flavor in foods—no greasy film even after they've cooled

Digestible frying—more safely prepared than with costliest solid shortenings

Easier and thrifty—Wesson's the shortening you pour and can use again and again

New idea — Wesson Fried Kabobs

Arrange alternately on skewers small pieces of lean beef, green pepper, tomato wedges and small parboiled onions. Using enough Wesson to cover bottom of pan, fry in covered skillet 10 minutes over low heat. Remove cover, increase heat slightly. Cook 5 to 10 minutes longer, turning until browned.





SMILING AT HECKLERS, Lester ("Mike") Pearson, Liberal leader, plants foot on a coffin labeled "Liberal

Party" and brought onstage by young Conservatives during Liberal rally at University of Saskatchewan.

'MIKE' VS. 'DIEF' IN CANADA

Battered Liberals buck odds as Conservatives try for more power

In the waning winter, the Canadians were embroiled in a hot election fight. Last June, in a political upset, the Conservatives had swept the Liberals out of control to end a reign that had endured 22 years. But the Conservatives had not won an absolute majority in Parliament. So Prime Minister John Diefenbaker boldly called a new election, aiming to pick up 25 more seats the Conservatives need for the majority and thus end their dependence on the votes of two small splinter parties (p. 60).

Opposing Diefenbaker and heading the Liberals was Lester Pearson (above), who won the 1957 Nobel Prize (LIFE, Oct. 28) for his peace-making efforts during the Suez crisis. The two

men and their parties had one overwhelming concern: the current Canadian recession. Unemployment stands at 520,000, nearly a 10th of the total work force, and both men proposed strong remedies (p. 59). There were other issues, notably the farm surpluses and U.S. economic dominance in Canada.

Pearson faced big odds, for Diefenbaker had called the election while the Liberals were still disorganized from last year's defeat. Pearson has a quiet charm and international reputation. But Diefenbaker combines evangelical fervor with great political shrewdness and popular appeal. It seemed likely he would win but less likely that he would gain the majority he wants.



"DIEF" ON DISPLAY greets admirers from window in Toronto. He then went out, shook hands.



WITH HIS WIFE, herself an able campaigner, the prime minister attends rally in a Windsor nightclub.



IN LIBERAL REGION, French northern Quebec, Conservative Diefenbaker reads a warm welcome.



SPEAKING TO STANDEES in Quebec, where the Conservatives hope to—and must—pick up Liberal seats, Prime Minister Diefenbaker assumes his familiar

hands-on-hips pose in a Chicoutimi technical school. Talking in French to crowd of 1,000, he made a strong plea for election of French-speaking Conservatives.

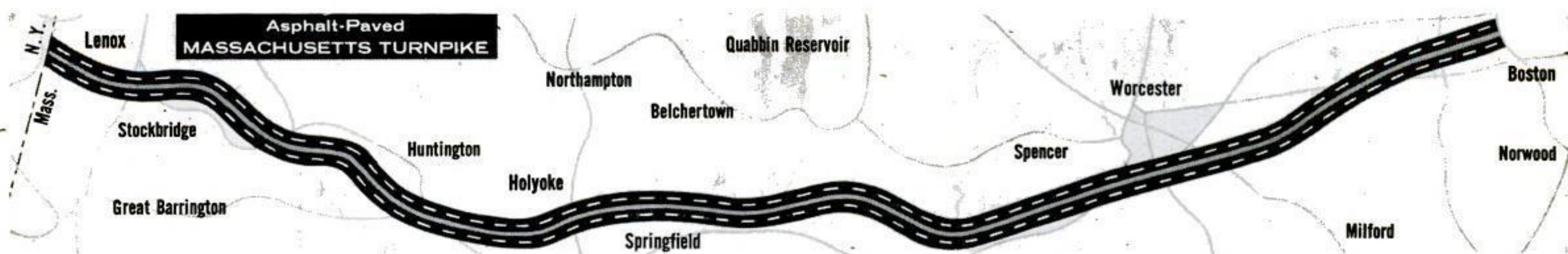


FOLKSY CAMPAIGNER, Diefenbaker chats with Karen Bresznyak, 3, and father at a Windsor rally.



BLOCKED BY SUPPORTERS, car (foreground) carrying Diefenbaker and party to a Toronto rally

is caught in a huge traffic jam composed primarily of other cars heading for the Diefenbaker speech.



Heavy-duty Asphalt paving saved an estimated \$15-million on this new Massachusetts Turnpike . . . can save over \$3-billion on our new Interstate System.

Modern ASPHALT paving puts more comfort and safety on the Interstate Highway map



Why is the new Massachusetts Turnpike Asphalt-paved?

Why modern Asphalt paving for Oklahoma's Turner Turnpike, Florida's new Sunshine State Parkway, and so many of your great new Interstate roads?

. . . for your comfort and safety!

On modern Asphalt highways, there are no joints . . . no sawed-in noise-makers. You get Asphalt-quiet riding: no thump . . . thump . . . thump!

You get Asphalt-safe riding, too. White traffic lines are easier to see on dark surfaces, day or night. Asphalt paving melts snow and ice faster. And it's traction-textured to resist skidding even when wet.

Today, 80 percent of America's surfaced roads and streets . . . including the world's most heavily traveled toll road, the New Jersey Turnpike . . . are Asphalt-paved. Proof of the economy and durability of heavy-duty Asphalt paving.



THE ASPHALT INSTITUTE, Asphalt Institute Bldg., College Park, Maryland



Ribbons of velvet smoothness... ASPHALT-paved Interstate Highways



Trains wait...

beauties date...

luck's great... the world seems
surprisingly pleasant for the man
who smokes a Dutch Masters. Prepare
for new pleasures with this
luxuriously mild, fine cigar.

In seven sizes from

2 for 25¢ to 25¢ each.

Dutch Masters[®] The Fine
Cigar



Copyright 1958, Consolidated
Cigar Sales Co., Inc.

'Mike' vs. 'Dief' CONTINUED



PEARSON ON TOUR hits Saskatoon in near-zero weather. Flanking him are J. L. Robertson, local leader, Mrs. "Jessie" Caldwell, candidate for Parliament.



TEA AND SYMPATHY show up at a Pearson rally in Saskatoon. Capitalizing on own experience, he stressed Canada's role in international affairs.

CONTINUED



A photographic interpretation by George Lazarnick

"... and they served wet, cold and delicious National Bohemian Beer!"

National Bohemian Beer works wonders when you're thirsty—*really* thirsty. Soon, you'll be able to enjoy it . . . wet, cold and delicious . . . wherever you live. Three

National Brewing Company plants brew it for you—in Maryland, in Michigan, in Florida. When you see it taste it!

THE NATIONAL BREWING CO., BALTIMORE, MD. • OTHER PLANTS: DETROIT, MICH.—ORLANDO, FLA.

National Bohemian Beer

Fun...Brussels...Helicopter...Paris



1. Fly SABENA from New York non-stop to Brussels...



2. go by helicopter to the "Heart" of the World's Fair...



3. sightsee over Brussels, as you continue your tour...



4. head north to Holland by helicopter, east to Germany...



5. or land in the very "Heart of Paris" at no extra fare.

TRAVEL NEWS FLASH!

SABENA'S NEW LOW "ECONOMY" FARE* FROM NEW YORK TO BRUSSELS, NOW ONLY \$489.60 ROUND-TRIP! INCLUDES EXCLUSIVE SABENA HELICOPTER FLIGHT TO BRUSSELS WORLD'S FAIR GROUNDS... HELICOPTER FLIGHT TO "HEART OF PARIS!" ALSO LETS YOU VISIT 10 EXTRA CITIES AT NO EXTRA FARE! \$49 DOWN—20 MONTHS TO PAY BALANCE. MAKE RESERVATIONS TODAY.

*Subject to Government Approval

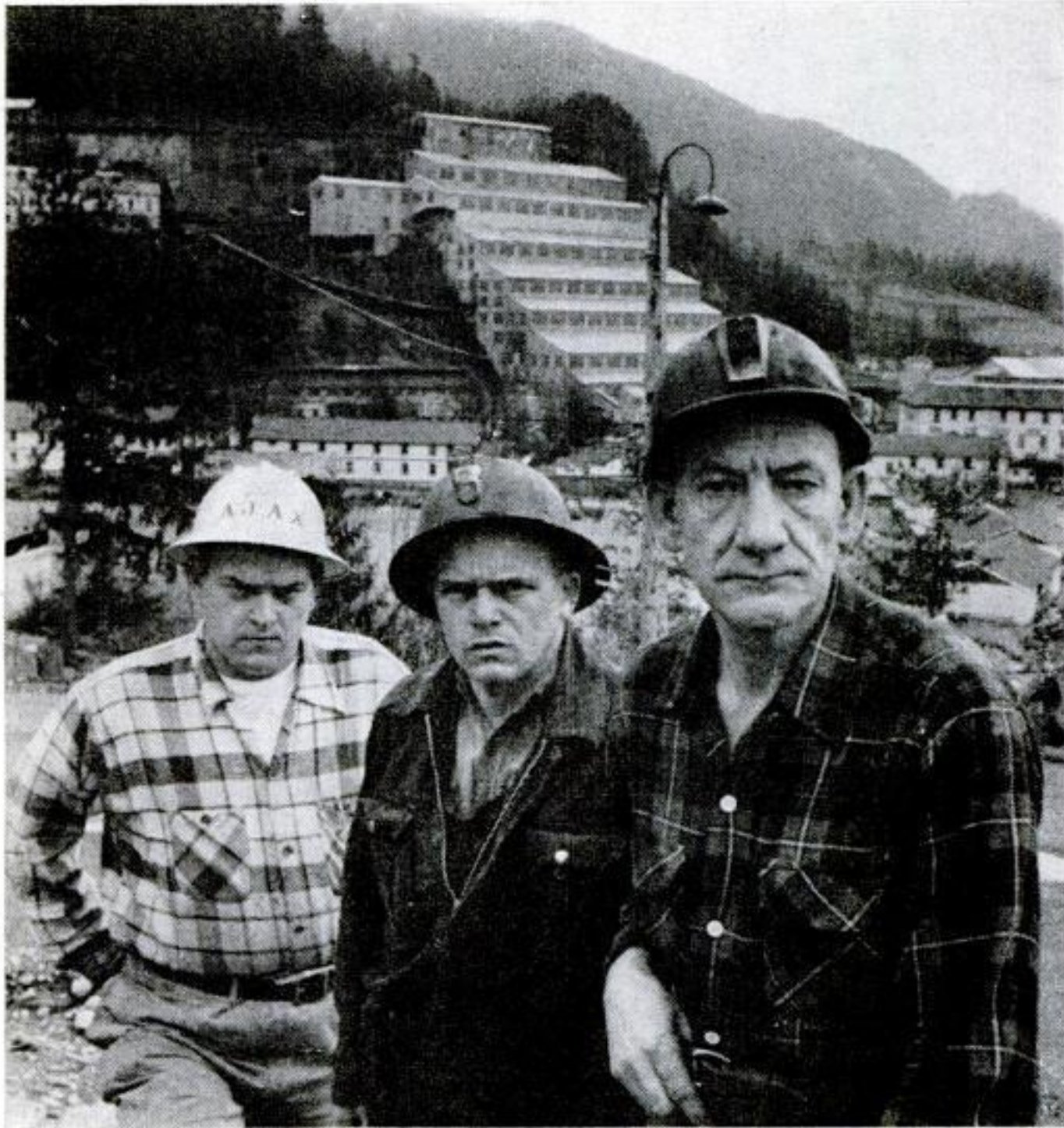
SABENA

BELGIAN World AIRLINES

SERVING 104 KEY CITIES IN EUROPE, AFRICA AND THE MIDDLE EAST

Only SABENA can give you the combination of travel fun and convenience of flying on a magnificent Douglas DC-7C non-stop from New York direct to Brussels and continuing your tour by Sikorsky S-58 or Vertol 44 helicopter. For reservations and details about SABENA'S new, low, transatlantic "economy" fare—the lowest available, see your Travel Agent or call SABENA.

Get SABENA'S new tour book, "HOLIDAY ABROAD—1958", World's Fair edition, 152 pages, only \$1 at your Travel Agent or from SABENA, Dept. HAL4, 720 5th Ave., N.Y. 19, N.Y., or any SABENA office.



FACING HARD TIMES with shutdown are mine workers Alex Thomson, John Marsh, Leonard Bishop. At rear is Britannia Beach's idle concentrating mill.

RECESSION ISSUE IN ONE TOWN

Canada's economic problems as an election issue show up dramatically in the copper-mining town of Britannia Beach, in the wilds of British Columbia. There, because of falling prices and demand, the U.S.-owned Howe Sound Company halted operations, throwing virtually all the town's 400 workers out of work overnight. Politically the shutdown will hurt the Conservatives. To counter the recession nationally, Diefenbaker has scheduled a public works program to cost \$1.2 billion the first year. Pearson, arguing much of this was not new, promises an immediate \$400 million tax cut to spur consumer spending.



BANKER OUT OF BUSINESS, Ken Moir, who ran local branch of the Royal Bank of Canada, leaves town. Mine shutdown cut bank business to nothing.

CONTINUED

LOOK YOUR BEST

Action-Fitted



Work Clothes



with improved
stitchmanship

Now — Dickies work clothes look better than ever! Sturdy Dickies fine-line stitching means richer appearance, flatter, stronger seams. See Dickies at your favorite store.

- Choice of regular or sport collar
- Reinforced waistband resists curling
- Selected long-wearing army twills
- Choice of popular vat-dyed colors

*Featured on ABC-TV
Country Music Jubilee
with Red Foley*



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WITH THE SMOOTH NEW LOOK!



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SYLOUETTE

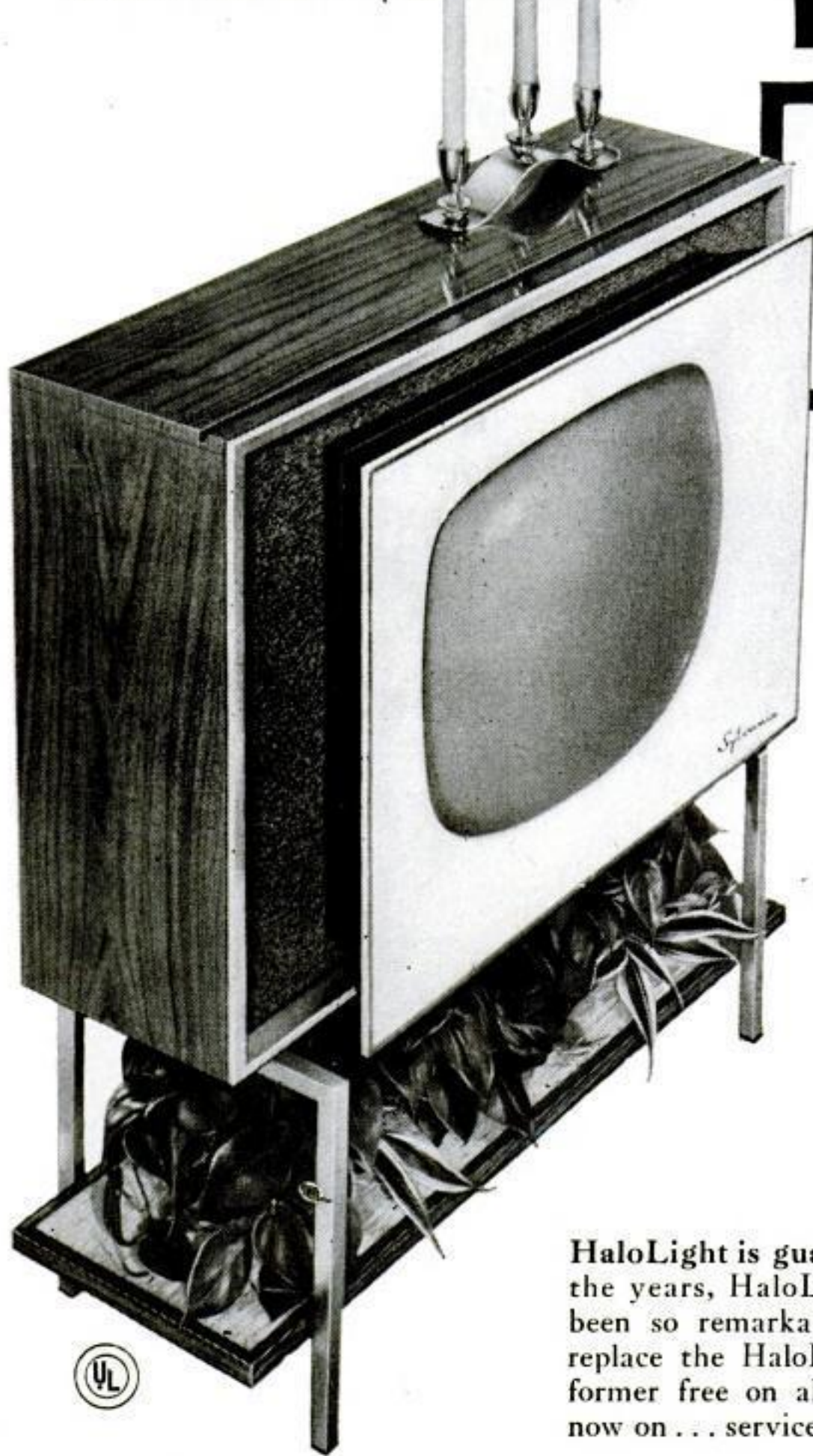
by SYLVANIA

Here is TV... set like a diamond in an aura of light. Notice the wholly new shape. Sense the excitement. Sylvania has swept away the last trace of bulk to make the cabinet a work of art... and give your eyes a new experience.

HaloLight®, Sylvania's exclusive frame of "surround light," makes your picture look big as a movie screen. It banishes harsh contrasts, is kinder to your eyes. And you get "surround sound" as well—from three high-fidelity speakers.

Choose Sylouette in mahogany, fruitwood, or blonde—all precious real woods. It was created for the proudest of homes.


Cabinet
only
10 inches
deep



Selected by the U. S. Government for showing at the World's Fair in Brussels

HaloLight is guaranteed for life. Over the years, HaloLight performance has been so remarkable that Sylvania will replace the HaloLight lamp and transformer free on all sets purchased from now on... service not included.

Keep your eye on

SYLVANIA  ... fastest growing name in sight

SYLVANIA HOME ELECTRONICS: 700 ELLICOTT ST., BATAVIA, N. Y. A division of Sylvania Electric Products Inc.
Lighting • Television • Radio • Electronics • Photography • Atomic Energy • Chemistry-Metallurgy

'Mike' vs. 'Dief' CONTINUED



PICKETING THE PRIME MINISTER, unemployed auto workers parade at a Diefenbaker rally in Windsor. They seek curb on auto imports from U.S.

PROTEST AND SPLINTER PARTIES

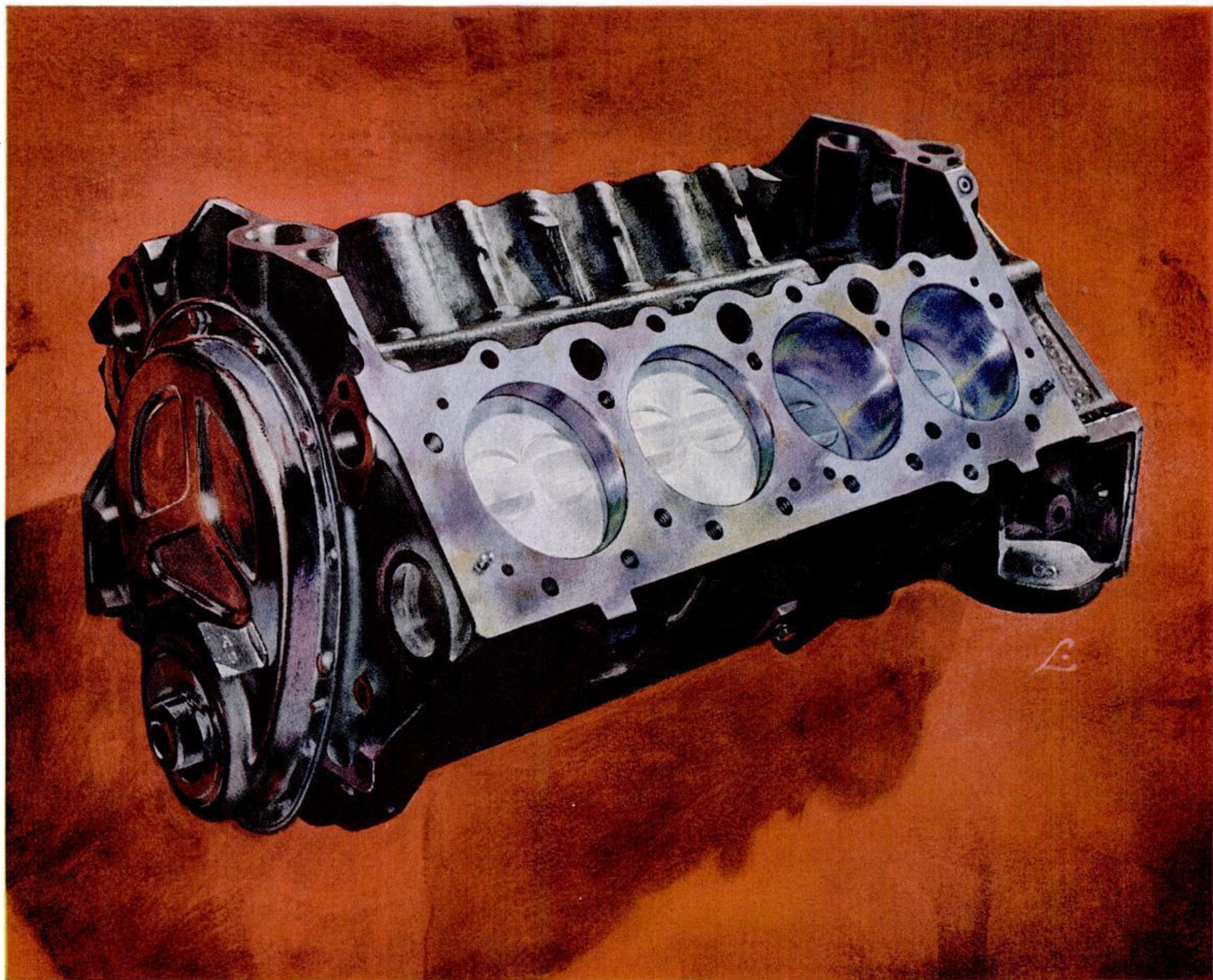
The balance of power in Parliament rested with two small parties. The right wing Socreds (Social Credit party) headed by Solon Low (*below*) had 19 seats from Alberta and British Columbia. The socialist Co-operative Commonwealth Federation (CCF) party held 25 seats, mostly from Saskatchewan. In those western provinces lack of markets for farm products is a major issue. The Conservatives offer a complex farm price-support plan. The Liberals promise more government aid for farmers. The Socreds hold freer world competition a solution. Oddly, the recession may help the big parties. While unemployment has evoked protests (*above*), it has also persuaded many splinter-group supporters that this is a time for a stable two-party system.



SMALL PARTY LEADER Solon Low heads Social Credit party, which controls Alberta government. His region faces major problem of grain surplus.

DEPENDABILITY

*is built into your Chevrolet
part by part!*



Genuine Chevrolet engine block assembly can put new-car performance under your hood.

Keep your Chevrolet dependable with genuine Chevrolet parts.

This genuine Chevrolet engine block assembly when needed will restore the power, economy, and performance originally built into your Chevrolet engine. It is made of the same high quality materials and built to the same precision standards that were specified by the manufacturer of your Chevrolet when it was new.

Genuine Chevrolet parts have the stamina and capacity for dependable performance. In short, genuine Chevrolet parts are designed and manufactured to work together in your Chevrolet. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

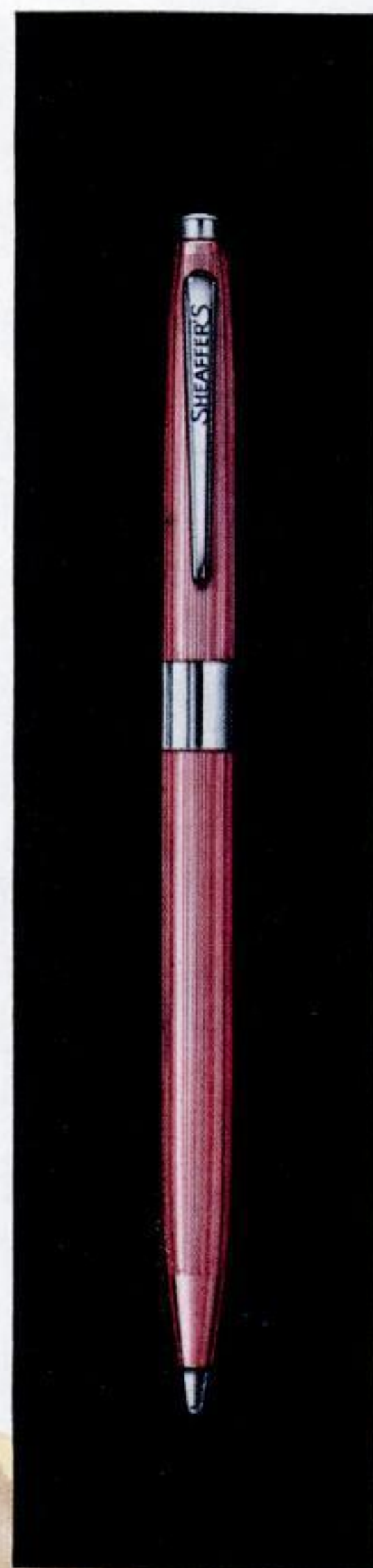


*Ask for genuine Chevrolet parts—
available at your Chevrolet dealer's and leading
independent garages and service stations.*

NOW! The only



Choose from these six high-fashion
colors in *exclusive* anodized
aluminum cases \$2.95



SHEAFFER'S Skripriter ballpoint...the

ballpoint that writes with *Skrip*TM

BALLPOINT FLUID

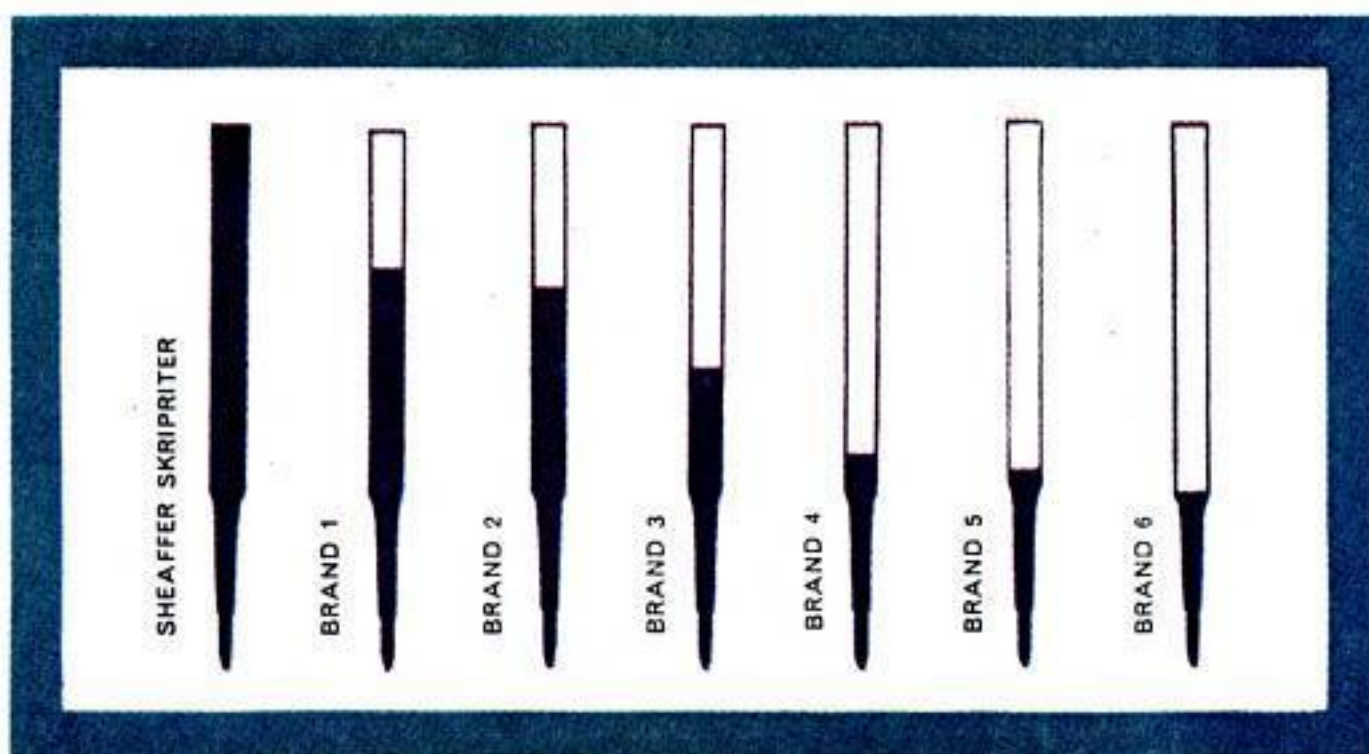
*Sheaffer Skripwriter*TM

BALLPOINT

Gives you the smoothest, easiest writing you've ever enjoyed in any ballpoint!

Inside this brilliant new ballpoint is the greatest advancement in writing since ballpoints were invented! It's SKRIP Ballpoint Fluid, now in the giant, transparent cartridge that lets you see the months and months of finer writing you'll enjoy! SKRIP...the ballpoint fluid that starts instantly ...writes smoother, writes easier than any other!

Look inside! See for yourself why Skripwriter ballpoint writes longer than any other.



We emptied these giant, transparent Sheaffer ballpoint cartridges...filled them with ink from other leading ballpoints, so you could compare for yourself. Here's *proof* that Sheaffer's Silver Tip ballpoint cartridge writes as much as 5 times longer than even double-units...longer than any other ballpoint ever made! And remember...*every drop* is famous SKRIP Ballpoint Fluid, exclusively yours from Sheaffer!

Look inside! You'll see why Sheaffer promises perfection—and puts it in writing!

Sheaffer Skripwriter ballpoints are available from \$1.95 to \$15.00



Look inside at the tip. Here's the only ballpoint tip that's genuine Sterling Silver... won't leak, clog or corrode. Keeps your pen writing smoothly and easily the instant you touch it to paper.

No skimpy "refill" here! And that husky cartridge of SKRIP Ballpoint Fluid is housed in a sturdy, lightweight case of anodized aluminum that feels good to write with!

only ballpoint that dares to say: **look inside!**

SEE IT FOR YOURSELF—TRY IT WHERE

YOU SEE THIS COLORFUL DISPLAY!



© 1958, W. A. SHEAFFER PEN COMPANY, FORT MADISON, IOWA, U.S.A.

IN CANADA, GODERICH, ONTARIO • IN AUSTRALIA, MELBOURNE • IN GREAT BRITAIN, LONDON



MARbled CARPETING in New York duplex of tennis champion William F. Talbert has transformed stairs. Formerly risky for Talbert children, they are now safe underfoot. Mrs. Talbert stands at bottom of stairs which have become elegant showpiece.

DIAMOND DESIGN in carpeting on three stairs calls attention to them and keeps people from tripping over them. As an economy feature, riser carpeting is separate from that on the treads and will not need to be replaced at the same time the tread covering is.

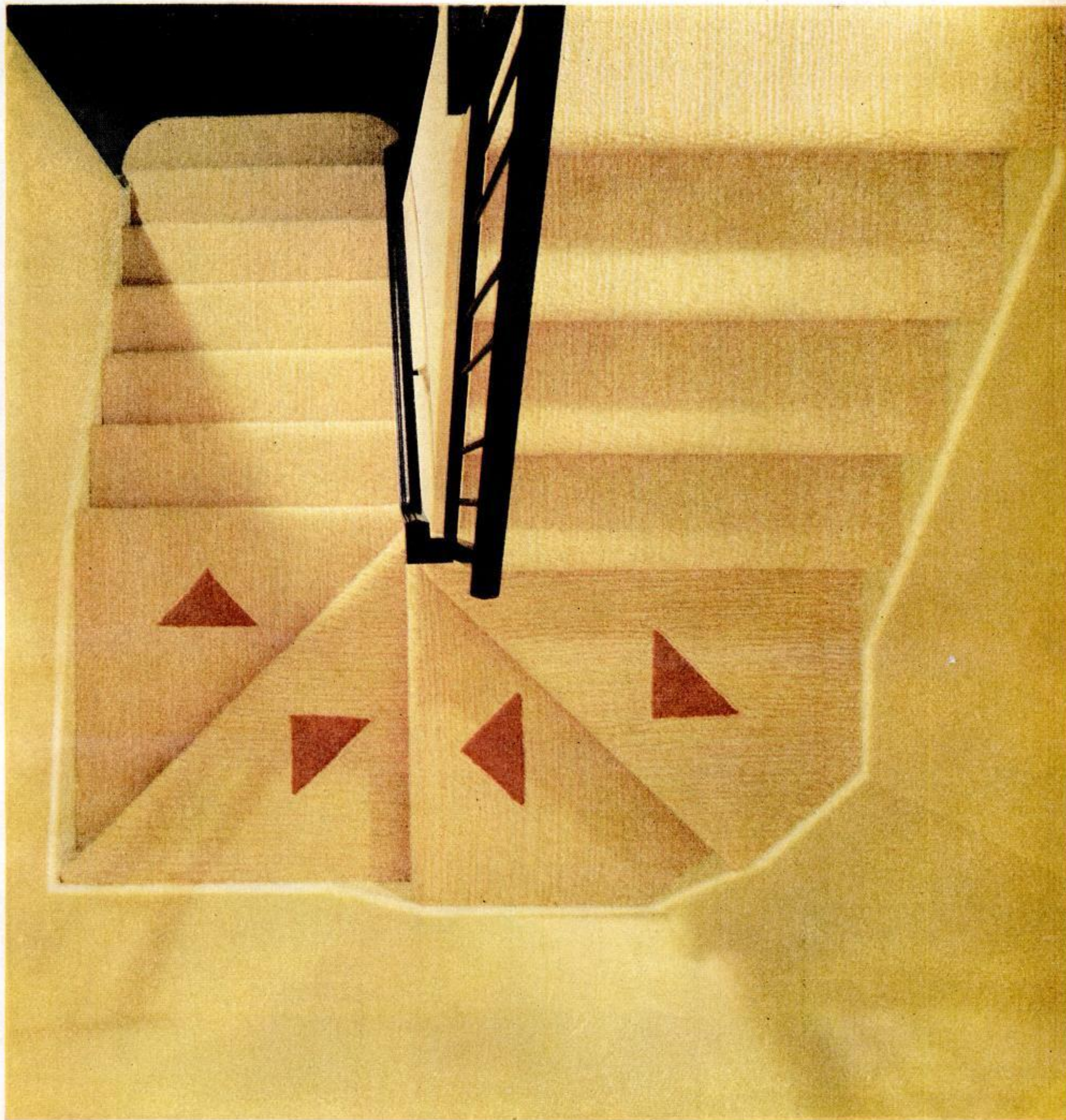


CHARM FOR STAIRS IN NEW CARPETS

For the first time in their humdrum utilitarian existence, stairs have found a champion who considers them as potentially handsome and worthy of decorating skill as the living room. Edward Fields, carpet designer and manufacturer, believes that imaginative carpet treatment can make gloomy stairs light, dangerous stairs safe, noisy stairs squeakless. This is good news, for stairs are still being climbed in 50% of U.S. homes in spite of the current trend toward the one-story house. And these stairs—about 200

million individual steps—are usually covered with drab brown or dull gray carpeting and family invective.

To prove that stairs can profit by better treatment, six familiar styles of staircases newly covered with bright carpets are shown here and on the following page. Mr. Fields used carpets with marbled mottling, geometric designs, swags and roses to minimize the stairs' defects. These carpets also turn them into attractive architectural features and make them quiet for creeping up late in the night.



ARROWHEADS on carpet make narrow, treacherous stairs lighter and mark the sharp wedge-shaped curves where footing is uneasy. Although this carpeting is custom-made, ready-made carpeting available everywhere can be used to create similar bright effects.

CONTINUED



GIANT ROSES, adapted from those used as a symbol by the New York store, Lord & Taylor, lend short, squat flight of stairs grace and beauty. Outsized carpet patterns should be laid only on very wide stairs.



LOOPED SWAGS on risers seem to give width to narrow Victorian stairway. Pale colored carpet makes stairs seem more spacious. Tread carpeting here can also be replaced separately from risers when worn.



MIXED CARPETING has treads of one color, risers of another, gives stairs of builder house a stylish striped effect. A ready-made carpet with sponge rubber backing eliminates the need for padding. It cost \$100 for stairs with some left over for repairs.

Nothing newer
in the world of wonders



FORD SKYLINER—from smart hardtop to open convertible in seconds. Just touch a button. The Skyliner's steel roof rises silently and then disappears into the roomy trunk. It's like magic. Ford ingenuity does all of the work for you!



Grand Canyon: The Skyliner's high style stands out a mile.

Nothing sounder
in the world of values

The science that made possible the **Ford Skyliner** makes every Ford the world's best buy!

The fact that the Skyliner is the only car that stows away its own steel top is a hint of why you can't buy better than Ford. For the same kind of magic that made the Skyliner possible, goes into every new feature of every new Ford. Take Ford's new Interceptor V-8 with Precision Fuel Induc-

tion. You get *more* power on *less* gas—up to 15% better mileage when teamed with Ford's new super-smooth Cruise-O-Matic Drive. Take Ford's new Magic-Circle steering that makes parking a pleasure, turns traffic into child's play.

But the biggest "wonder" of all, is that Ford brings you so many advances *first*—in the *lowest* priced* car of the low price three!

*Custom 300 Tudor Sedan



Afghanistan: Over the most rugged roads around the world the 58 Ford proved its superior construction, its "worth more" features—proved that it's built to stay built.

58 FORD
nothing newer in the world

For the gayest Easter Eggs...for Tastier Cakes



...use the finest food colors and vanilla!



McCormick-Schilling Food Colors and Vanilla give perfect results every time! More Color, Richer Flavor!

To dye Easter Eggs perfectly all you do is use your regular McCormick or Schilling Pure Food Colors. You'll be amazed at how perfectly they color Easter Eggs; you'll be delighted with the glowing colors. All you do is add 1 teaspoon vinegar to $\frac{1}{2}$ - $\frac{3}{4}$ cup boiling water. Then add about 20 drops ($\frac{1}{4}$

teaspoon) of color desired. To blend shades follow chart on package. Four bright colors blend to twelve brilliant shades. And use these popular food colors also to add eye and appetite appeal to your Easter desserts. A little color gives your cakes, cookies, puddings, icings a really festive Easter note!

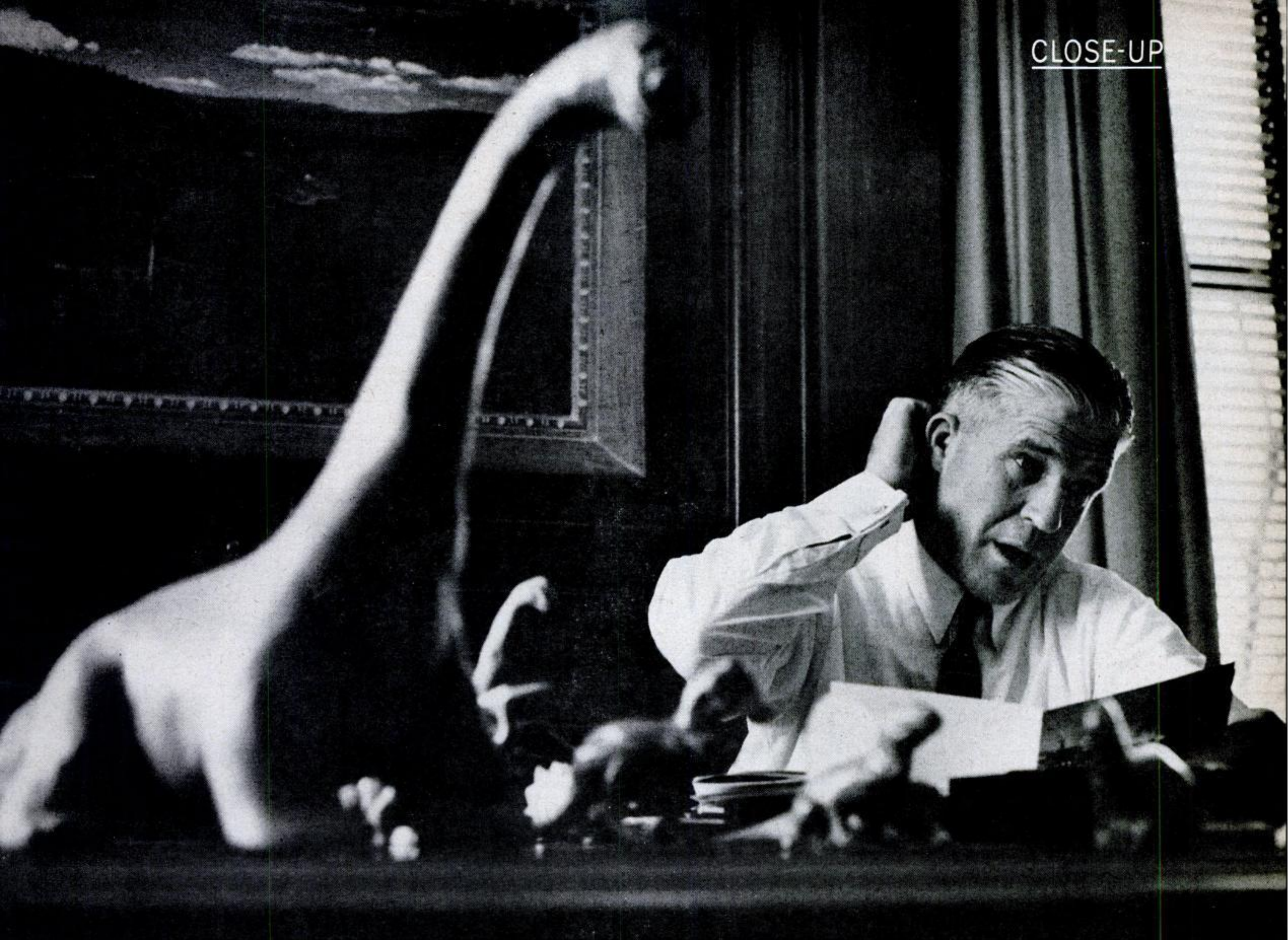


The Magic Spoonful®

Made from the finest Vanilla Beans the world provides, McCormick and Schilling Vanilla is processed by experts so that the richer, finer flavor is wholly preserved. So, when you buy vanilla do what 'most everybody's doing - ask for McCormick or Schilling Vanilla, the Magic Spoonful!

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McCORMICK . . . THE HOUSE OF FLAVOR



Long-Shot Gambler on Short Cars

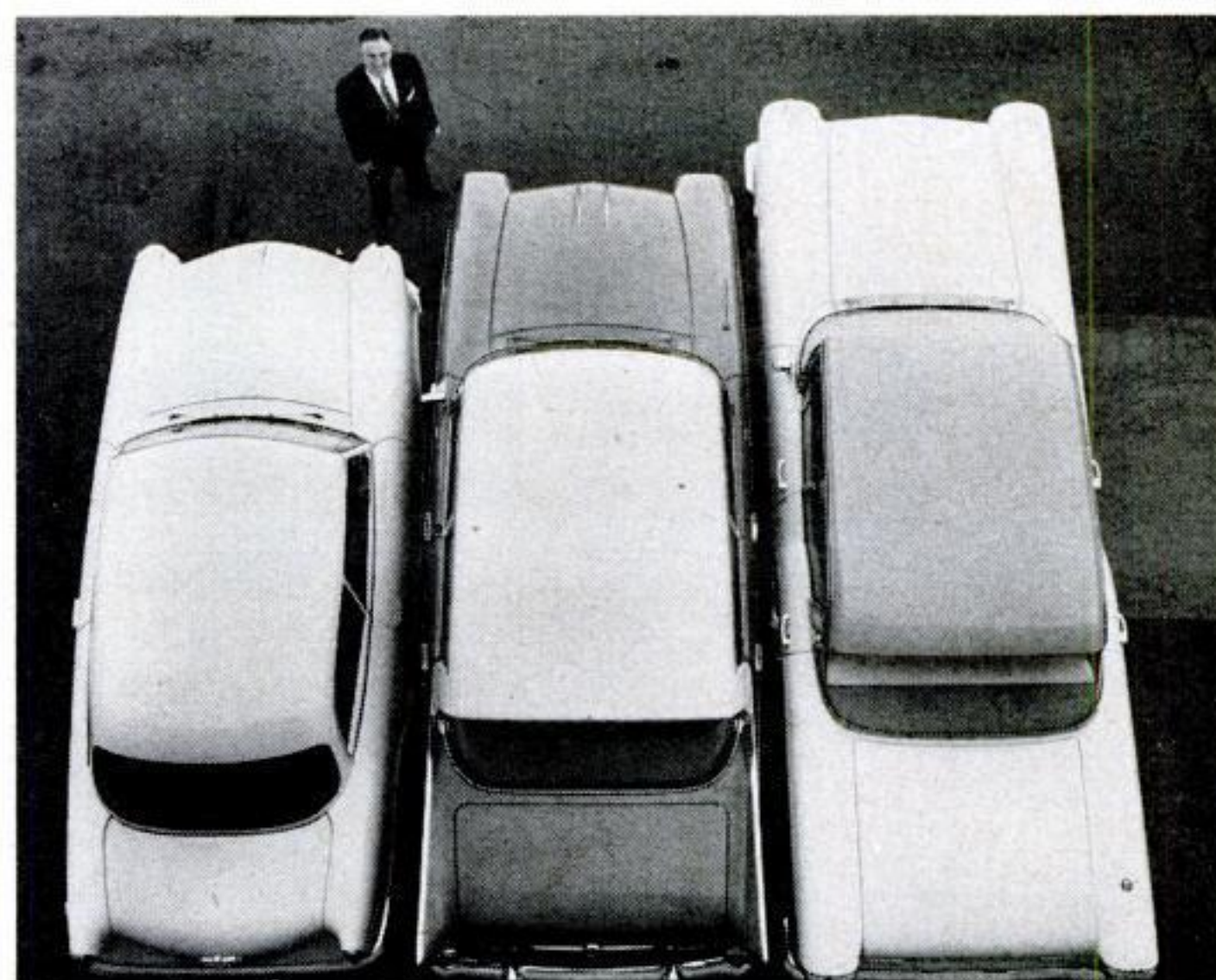
ON desk George Romney keeps prehistoric animals to remind him of favorite "big-car" analogy.

"Some dinosaurs had a 70-foot wheelbase and huge fuel consumption. The principal factor in their extinction was the fact that they got so big they were unable to live."

WHY does a 105-pound woman have to drive 4,000 pounds of car to the drugstore to pick up a package of hairpins?" With loaded questions like this George Romney, chairman of the board, president and general manager of American Motors, likes to launch one of his philosophical diatribes against the "big car" mentality of U.S. consumers and producers.

In 1954, when Romney took over a company that was losing \$11 million a year, he took a whopping gamble—to stop bucking the big auto firms head-on in the production of big cars. Convinced that Americans were socially and economically ripe for a small car, he decided to concentrate on producing the short wheelbase Ramblers that the company had pioneered.

For lean, hard George Romney, a Mormon missionary's son and important Mormon official himself, the gamble has so far proved a good one. While the rest of Detroit is still wondering whether to get into the small-car market, American is the only company building more cars than it did last year, the only one selling cars ahead of last year's pace. With a 1957 loss of almost \$12 million turning to an anticipated 1958 profit of perhaps \$10 million, Romney says, "We're still battling, but no longer for survival."



ROMNEY COMPARES LENGTH OF HIS SHORT CARS AND PONTIAC (RIGHT)



NO OTHER ANTISEPTIC
not even iodine
IS SO EFFECTIVE
YET SO SAFE!

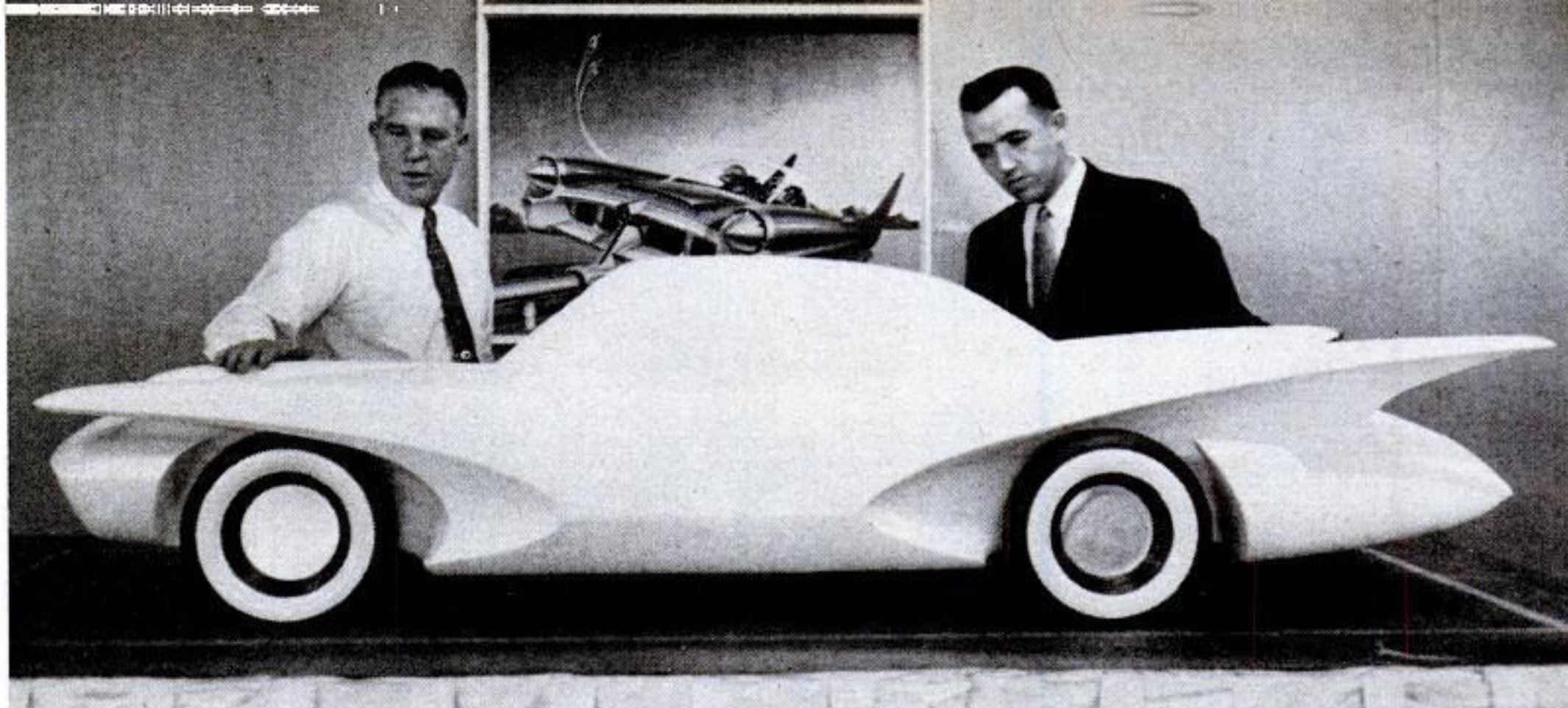
Johnson & Johnson First Aid Cream fights infection without stinging.

Cuts, burns, abrasions heal faster because it doesn't burn or harm tissue. Greaseless, stainless.

The modern first aid treatment for the whole family.

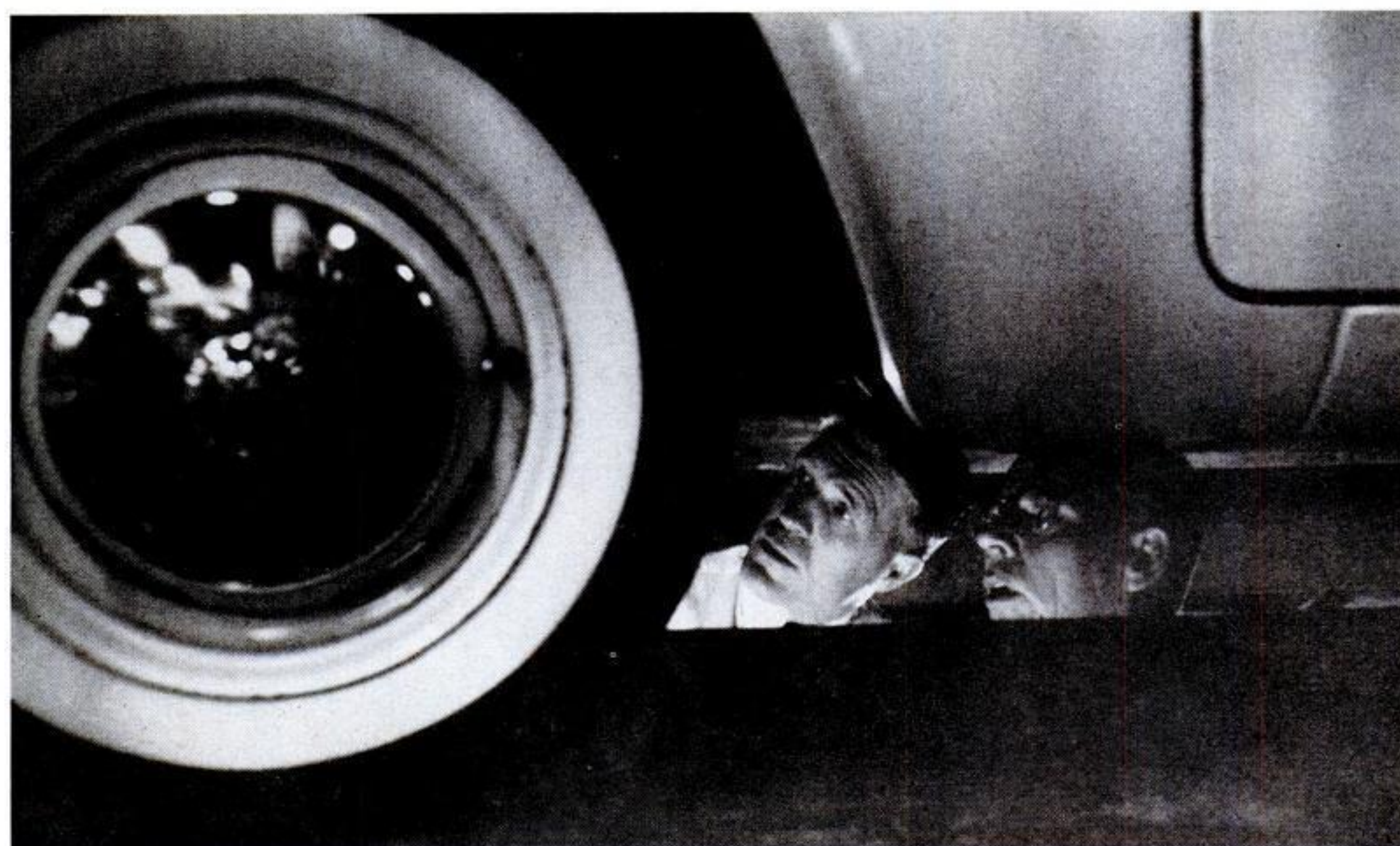


Johnson & Johnson



WITH an American Motors stylist, Romney (left) goes over a quarter-sized clay model "styling exercise."

"We start with a futuristic design and pull it back to reality. You don't get anywhere adding to a realistic design."



In pit, Romney and Chief Engineer Ralph Isbrandt, who continually check foreign cars, look at English Ford Prefect.

"It's inevitable the Big Three will have to build smaller cars like these imports. They have some important decisions to make."



FROM airport to Milwaukee body plant Romney takes catnap on Rambler station wagon built-in bed, with briefcase as pillow.

"I'm probably the only president of an auto company who can attend a late meeting and then go to bed on his way home."

CONTINUED

FREE! New, Big Record Selection Catalog

with Hi-Fi Recording Facts

to help you build a Balanced Record Library!

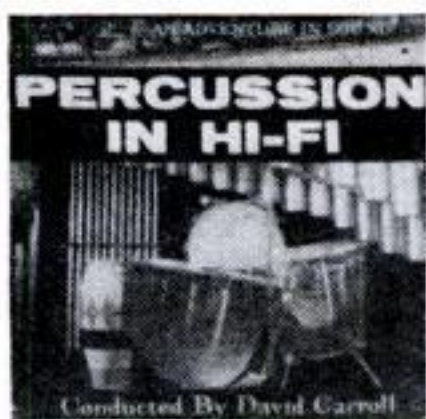


Describes, illustrates 432 albums, reproductions of actual covers in full color. Enables you to choose from more than 4,000 titles, choose *only* the records you want. Here is a complete 48-page guide to help you explore music and assemble the balanced record library you want, to satisfy every mood and occasion, whether you have classical, popular or jazz, whether you have many records or a few. Yours free just for mailing the coupon.

This basic selection belongs in every library, to entertain every member of your family and your important guests.



Warm Page treatment of romantic songs of the 30's: Don't Blame Me, Stars Fell on Alabama, 10 others. MG 20095



A studio full of percussion instruments from xylophones to tympani romp through an exciting musical adventure. MG 20166



Interpretive Dinah Washington sings refreshing new life into Cottage For Sale, All of Me, Good-bye, 9 others. MG 36065



Ravel's Bolero, plus Capriccio Espagnol. Two most popular classics of all time. Get both on this one record. MG 50020



Perfect duet, perfect material: Remember, Always, Cheek to Cheek, Easter Parade, You're Just in Love, 7 more. MG 20316



America's favorite accordionist interprets romantic Paris: Mam'selle, Moulin Rouge, 10 more. MG 20142



The Mulligan sax swings relaxed in contemporary jazz. With Zoot Sims, Jon Eardley, Bobby Brookmeyer. MG 36101



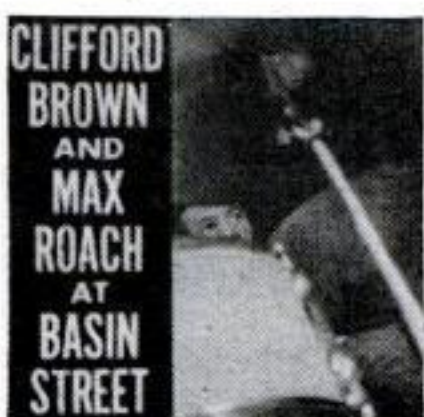
Frederick Fennell conducts best-known marches in high cadence, in hi-fi: Our Director, Semper Fidelis, 10 more. MG 50113



Life in mood tempo. Sparkle and throb of Cuba's international playspot—in all the brilliance of high fidelity. MG 20296



This versatile fivesome gives distinctive styling to teen favorites: My Prayer, I'm Sorry, Glory of Love, 9 others. MG 20146



Progressive. Original. Moving. Climax recording of the late Clifford Brown. A "must" for jazz fans. MG 36070



The exotic musical story of the Arabian Nights portrayed in stirring high fidelity. MG 50009



Own Mercury's 1812 Overture . . . Most Popular Classical Record in History!

Only Mercury's Living Presence high fidelity recording technique captures all the overwhelming drama Tchaikovsky intended. You hear the very spirit of the composition in gripping realism . . . brilliantly performed by Antal Dorati and the Minneapolis Symphony Orchestra with the University of Minnesota brass band . . . even to the use of West Point's 1761 model cannon and the chimes of the Harkness Memorial Chapel on the campus of Yale University. Informative commentary narrated by Deems Taylor. Truly a musical milestone.

Know This Difference—Enjoy The Finest!

A single Telefunken microphone technique is used to record the famed Mercury Olympian Series. This super-sensitive microphone is placed in the optimum position—that *precise* spot where all sound joins in its greatest purity and "life." This hears and preserves all the tonal truth of the music as played. Not every ear can detect all of Mercury's tonal verity, but Mercury gives every ear all it can hear!

NOW SAVE \$1.00

As a special offer, a certificate worth one dollar (\$1.00) off the regular list price of this best-selling 12-inch long play recording of 1812 Overture comes FREE with your Record Selection Catalog.



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Please send me the free Mercury Record Selection Catalog with Hi-Fi Recording Facts and special certificate worth one dollar (\$1.00) off the regular retail price of Tchaikovsky's 1812 Overture.

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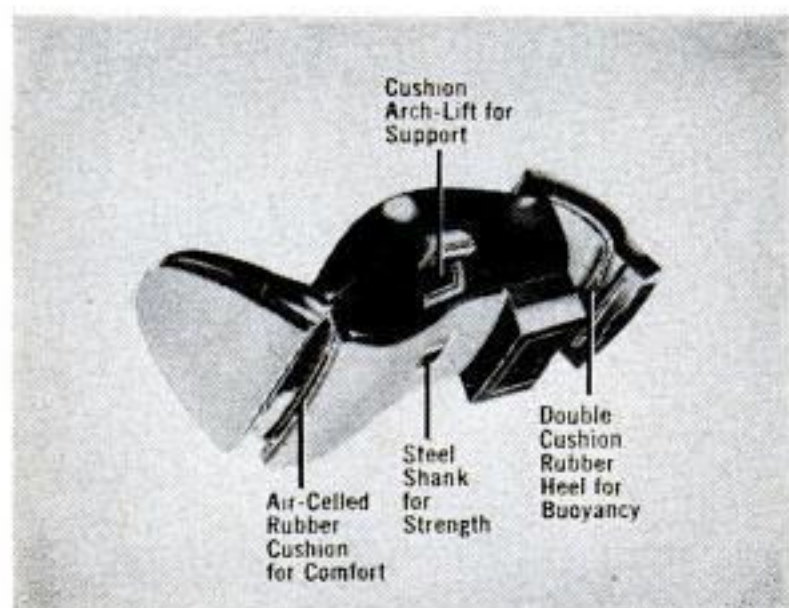
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MASSAGIC
Air Cushion Shoes



CAPRI
Model 266-8
Black or Brown Harra Calf,
Plain Toe Blucher with
Stitch and Turn Collar.

Everything's more fun, when you feel right. And when you know that you look right. You can be sure of both, all through Spring and Summer, if you start the season in MASSAGICS. The comfort's built-in, the style's built-on, and both are the best to be had. See your MASSAGIC Dealer, or write us for his name. \$14.95 and up.

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PALERMO
Model 256-7
Black or Tan Polo Calf,
Stitch and Turn Slip-On.

LONG-SHOT GAMBLER CONTINUED



WITH "Mitt," 10, youngest of Romney children, he inspects house at Bloomfield Hills which he and wife designed.

"Mitt has been hard to convince. He asks things like 'Daddy, if we're so good why do we only have three percent of the market?' or 'When'll we be one of the Big Three?'"



ROMNEY family, Mitt, wife Lenore, son Scott, 16, and daughter Jane, 19, at piano, join together in a hymn.

"The biggest sale I ever made was convincing Lenore to marry me. During our courtship she was offered \$50,000 by Paramount to sign a five-year movie contract."

Beautiful Hair is Healthy Hair

B R E C K

B A N I S H

DANDRUFF TREATMENT SHAMPOO*



COSTS NO MORE...
DOES TWICE AS MUCH

Breck Banish gives you both
new hair beauty and
new freedom from dandruff.
Available at your
beauty shop and wherever
cosmetics are sold.

8 oz. \$1⁵⁰

NEW...A BEAUTY SHAMPOO THAT BANISHES DANDRUFF

NEW in its 2-way action... Breck Banish is the first beauty shampoo to give hair a lovely, soft new luster, and keep it free of dandruff with regular use.

NEW because of 22T4... an exclusive ingredient that goes to work instantly to remove dandruff. Clinically tested, it normalizes and conditions the scalp with regular use.

NEW continuous action... Breck Banish penetrates—leaves its influence on the scalp even after you rinse. It protects your scalp between shampoos to prevent the formation of new dandruff.

NEW in its gentleness... It leaves your hair shining, soft, manageable. A clear golden liquid, Breck Banish is safe for dyed, bleached and permanently waved hair.

NEW for all the family... The children will enjoy this pleasantly scented shampoo. So will Dad. Breck Banish has no unpleasant odor—no irritating effects.

NEW professional shampoo... Use Breck Banish at home. Ask for it at your beauty shop or barber shop. Enjoy hair free from dandruff and shining with new beauty.

SEE YOUR EXPERIENCED MOBIL

His skilled hands mean safer,

Expert training is important when it comes to servicing today's new cars with all their latest developments. Extra-high compression engines, new automatic drives, high-pressure cooling systems, new methods of suspension—even twin headlights—all demand special knowledge, special products to keep them operating efficiently. That's why—whatever make or model of car you drive—you're miles ahead with Mobil!



Now going up everywhere—new Mobil Sign of Friendly Service



TRAINING—Mobil dealers are schooled in the latest phases of car servicing



SKILL—Mobil dealers use only the most

Tune in "TRACKDOWN" every Friday night, CBS-TV.
See your local paper for time and station.

The reasons You're

DEALER FOR GOOD ADVICE . . . PROMPT SERVICE

and quality products more economical driving for you!

Your Mobil dealer has special skills—is kept up to date by the most comprehensive training program offered by any oil company. Before he ever pumps a gallon of gas, he learns from highly skilled Mobil instructors what makes your particular car tick—how to service it correctly. And periodic refresher courses keep him advised of the newest car developments, the newest servicing tools, techniques and products.

His products are tops—Mobil research makes certain that the products your Mobil dealer offers are continually improved—unsurpassed in quality. Typical are *Mobilgas Special* with new high energy refined right into it for *top miles per gallon* . . . *Mobiloil Special* to keep your car *young far longer*. So see your experienced Mobil dealer—his training, skill and quality products mean safer, more economical driving for you!

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up-to-date methods and tools



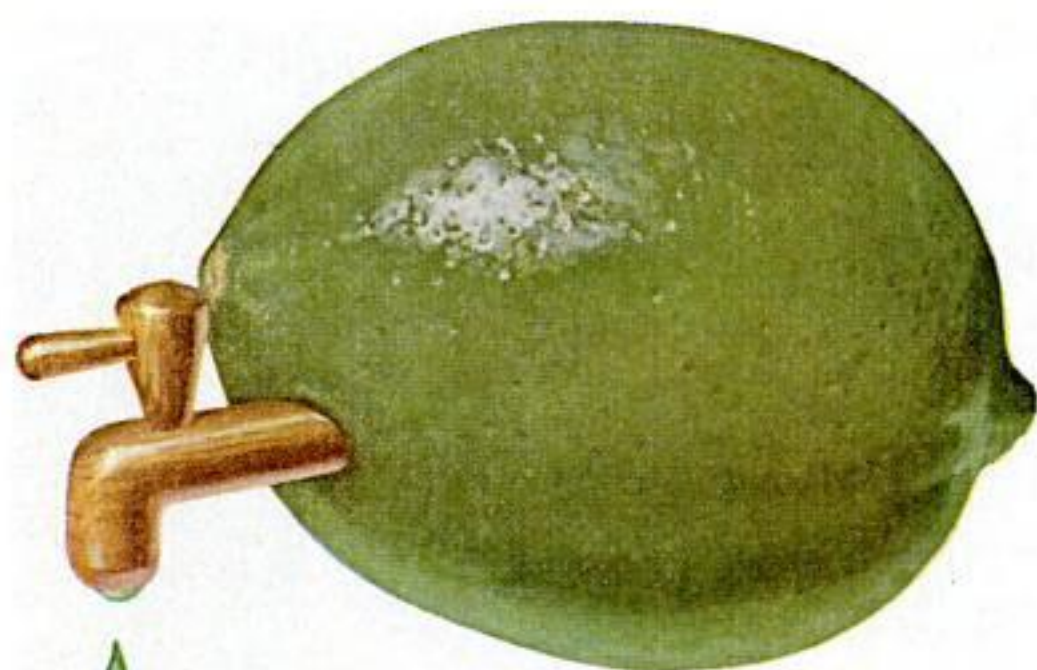
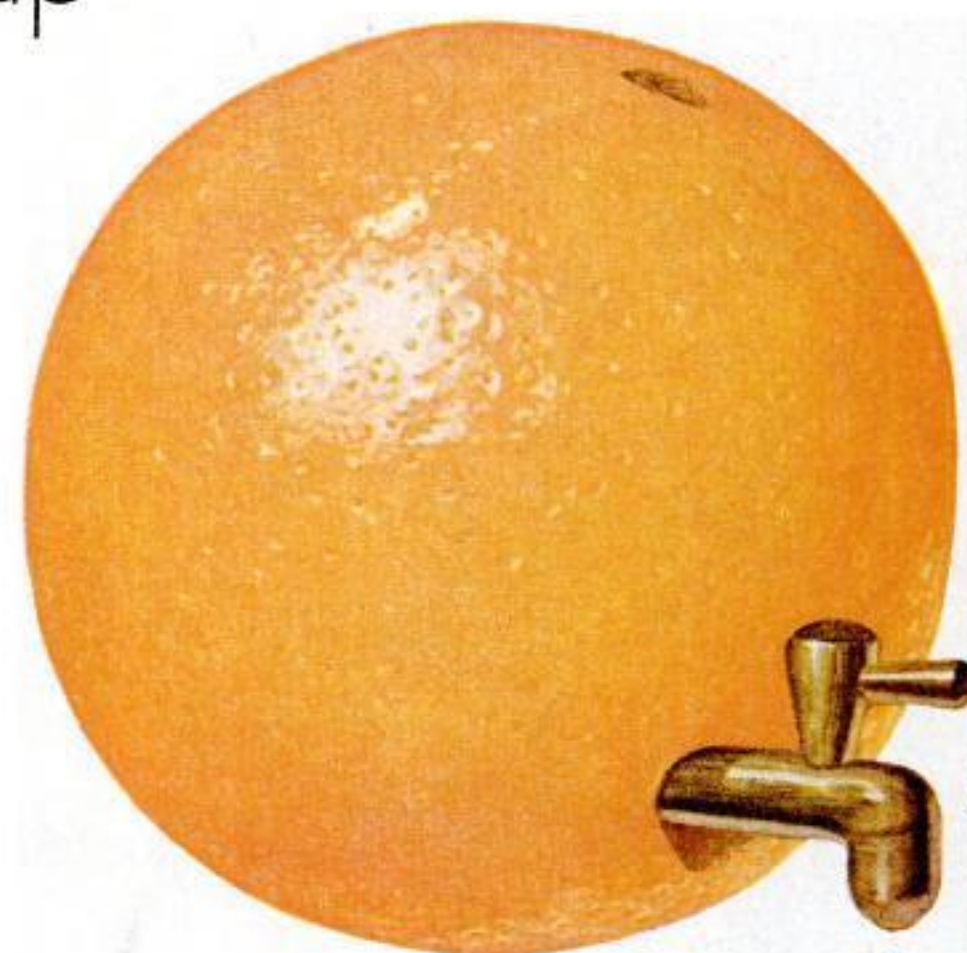
QUALITY—Assured in every Mobil product by Mobil research

Miles Ahead with Mobil





fruit flavors
always on tap



The candy with the hole

... still only 5¢



ILLUMINATED BY A GREENISH LIGHT, LOUISE NEVELSON CROUCHES IN A SECTION OF HER MOON GARDEN. BOXES RANGE FROM ONE TO TEN FEET HIGH

Weird Woodwork of Lunar World

Like a sorceress in her den, Sculptor Louise Nevelson (*above*) is peering out from an eerie world of her own making. Without resorting to eyes of newts or toes of frogs, she has conjured up a spectral sculptured landscape which she calls The Moon Garden. Recently the garden was installed in New York's Grand Central Moderns Gallery where it cast a spell upon the current art season.

The Moon Garden is composed of 116 boxes and circular shapes stacked or standing free. They are filled or covered with odds and

ends of wood. The 57-year-old artist, who is the daughter of a Maine lumberman, scavenged the wood from beaches, demolished houses and antique shops and has cut or shaped it to her own desire. Everything is painted black because, says Miss Nevelson, "black creates harmony and doesn't intrude on the emotions." The entire Moon Garden was priced at \$18,000. But since most gallerygoers didn't relish living totally in the dark of the moon, Miss Nevelson parted with individual boxes for as little as \$95. Seven were sold.

TO INTRODUCE YOU TO THE

first new kind of knife in your lifetime

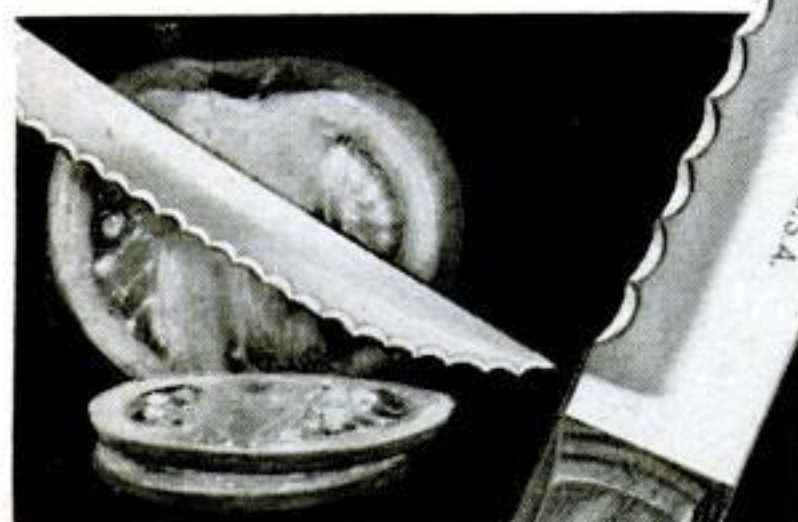
FLINT® Waverly Edge

INTRODUCTORY PERIOD ONLY

1/2 PRICE

8" steak slicer regular \$2.95

only \$**1.47**



MAKES THE HARDEST
CUTTING JOB EASY

©1958
Ekco Products Co.
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STAYS SHARP
FROM YEAR TO YEAR

You have to try this new kind of edge to believe how superior it is. That's why we're offering you this regular \$2.95 Flint Waverly Edge Knife at half price.

The new Flint Waverly Edge is not a serrated knife. It's a brand new kind of stainless steel, hollow ground *scalloped* edge that stays sharp from year to year... makes the hardest cutting job easy. Cuts everything from frozen foods to a paper-thin tomato slice without losing a drop of juice.

Even the handles on the Flint Waverly Edge Knives are special—famous Pakkawood* that won't chip, burn, or stain.

Get your first Flint Waverly Edge Knife now! Buy several—for yourself and for gifts. Save \$1.48 on each.

All these Flint knives now available with new Waverly Edge
STAINLESS STEEL BLADES... PAKKAWOOD* HANDLES

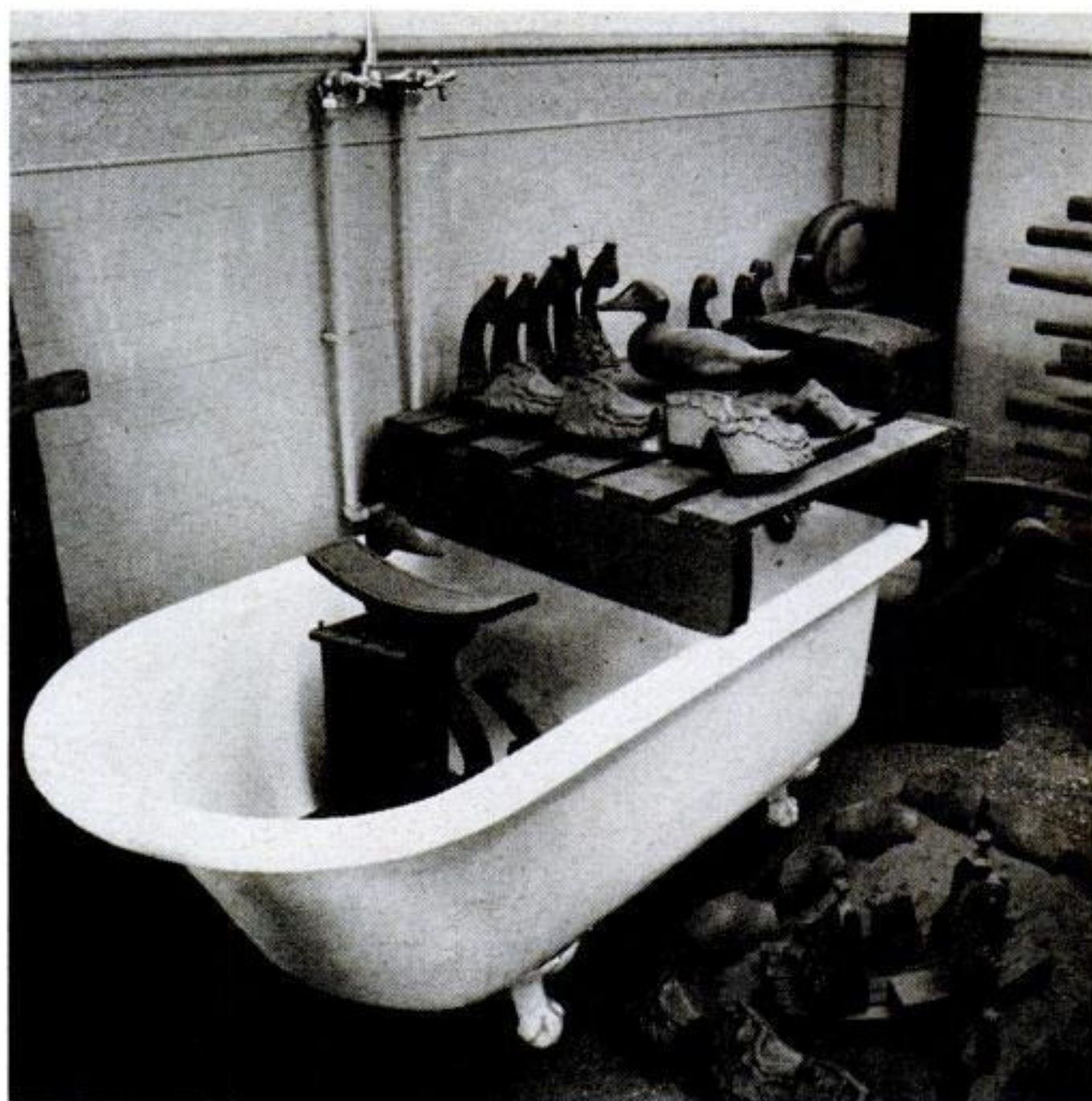


EKCO

... the greatest name in housewares

*T.M. Adams Plastic Co.

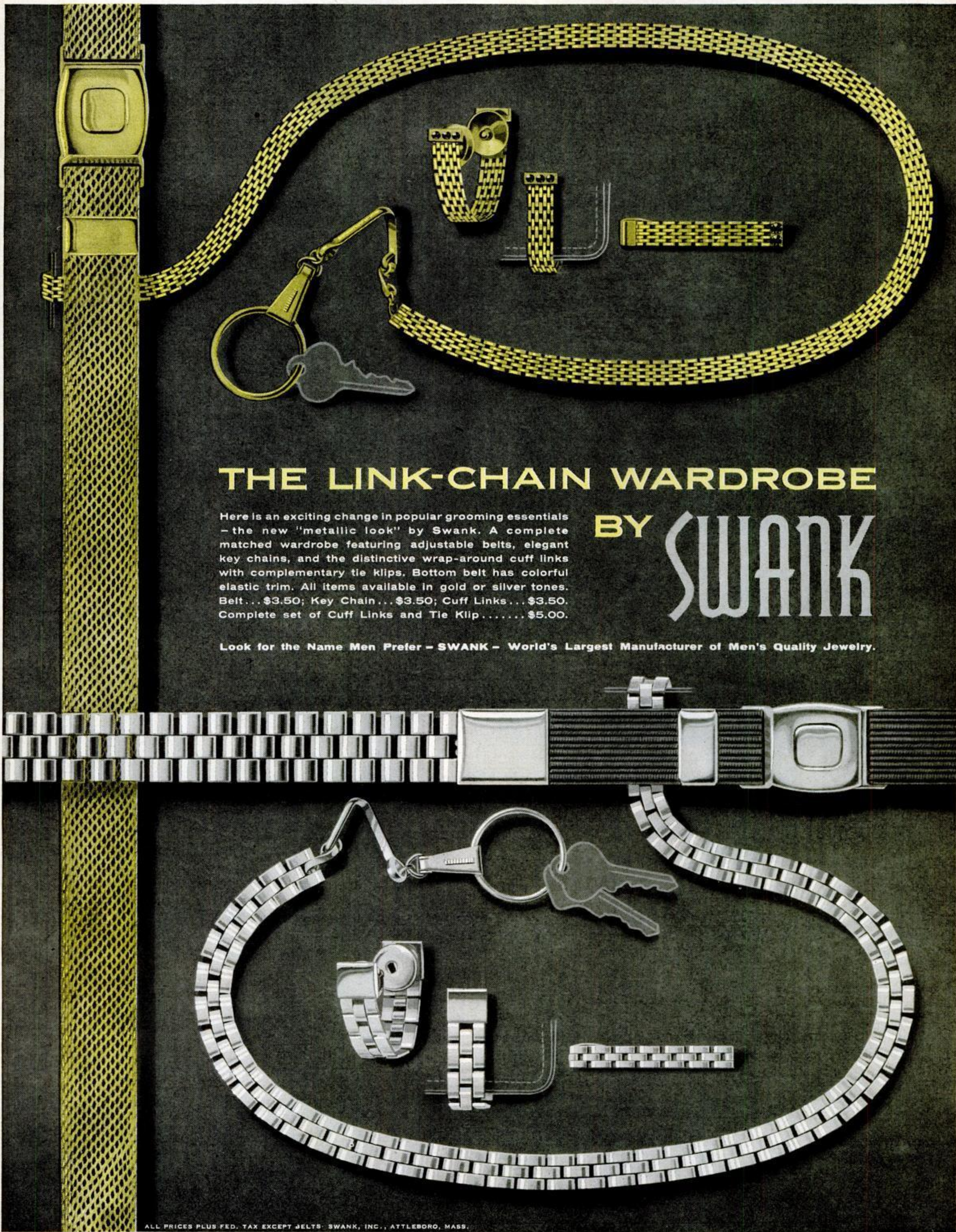
WEIRD WOODWORK CONTINUED



DUCKS IN BATHTUB are decoys attached to fanciful wooden still lifes which, for want of space, Miss Nevelson stores in an unused bathroom. Besides ducks, she uses other familiar objects like bowling pins, piano legs, buoys.



RELIEFS ON WALL, made of pieces of plank nailed together, loom over artist as she carries sculpture upstairs to second floor. Her four-story New York house now holds close to 900 works, which have crowded out furniture.



THE LINK-CHAIN WARDROBE

Here is an exciting change in popular grooming essentials — the new "metallic look" by Swank. A complete matched wardrobe featuring adjustable belts, elegant key chains, and the distinctive wrap-around cuff links with complementary tie klips. Bottom belt has colorful elastic trim. All items available in gold or silver tones. Belt...\$3.50; Key Chain...\$3.50; Cuff Links...\$3.50. Complete set of Cuff Links and Tie Klip.....\$5.00.

BY SWANK

Look for the Name Men Prefer — SWANK — World's Largest Manufacturer of Men's Quality Jewelry.

ALL PRICES PLUS FED. TAX EXCEPT BELTS SWANK, INC., ATTLEBORO, MASS.

No matter where you go now...

You Can't Escape from Germs!



Listerine Antiseptic kills germs by millions, on contact—gargle Listerine at least twice every day!

HOW LISTERINE ANTISEPTIC REDUCED COLDS

Those who did NOT gargle Listerine twice daily had

89% more severe colds than those who did

85% longer colds, measured in days

73% more sore throats

51% more "ordinary" colds

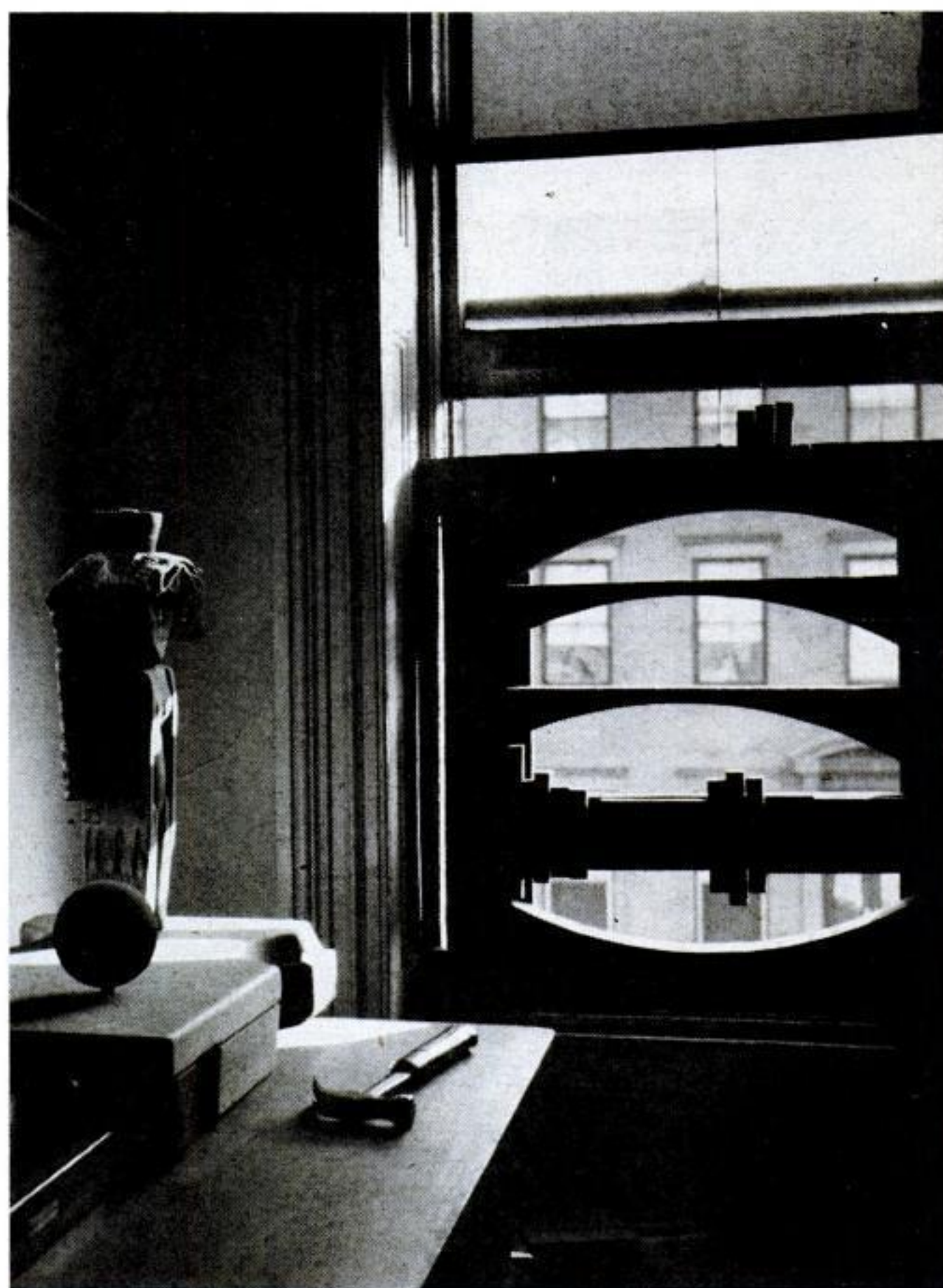
Germs are everywhere these days. Colds and sore throats due to colds are really going the rounds. Take this precaution—morning and night, gargle Listerine Antiseptic full-strength. Listerine kills germs associated with colds on contact . . . by millions.

Tests with more than 3,000 people over a 12-year period proved that those who gargled Listerine twice daily had fewer, shorter and milder colds than those who did not. So, reach for Listerine!



Reach for Listerine

... your No. 1 protection against infection



WINDOW DISPLAY of sculpture emphasizes rhythmical arched design and allows for ventilation. At left is the *Bride of the Black Moon*. Miss Nevelson has been doing sculpture for 25 years, turns out about 60 works a year.



STAINING WOOD, Miss Nevelson dips pieces into black paint. She stains as many as 100 pieces at a session. When she began career she did paintings in bright colors. Now she uses black exclusively in sculpture and etchings.

Revolutionary Air Conditioner

HEATS IN WINTER



COOLS IN SUMMER



Four Seasons of Comfort...for the Price of Summer Cooling Alone!

Completely new kind of air conditioner—Designed for indoor comfort winter and summer, spring and fall. Cools when it's hot. Heats when it's cold. Assures a healthful indoor climate... always!

Completely automatic with WeatherRobot, Fedders exclusive climate control system, including Fedders-only features: Vari-Air Control for quiet operation, Deep-Cold Cooling Reserve for summer "scorchers."

Year 'round comfort. Perfect for add-on and hard-to-heat rooms. Ideal for chilly between-season days... late nights when apartment

heating is turned off. And during heat waves you enjoy that world-famous Fedders cooling.

Models to suit your needs. Four Seasons model delivers as much heat, even at below zero, as many central heating radiators. In summer you enjoy cool, clean multi-room comfort. Other 1-HP, 7½-amp. and 1½ HP, 115-volt heats-and-cools models require no costly 230-volt rewiring.

And the price? No higher than many old-fashioned *part-time* air conditioners made for summer cooling only. See an exciting 50-second Demonstration at your nearby Fedders dealer.



MODEL 812 FS3.



Heat Pump Air Conditioners

FEDDERS with exclusive WeatherRobot



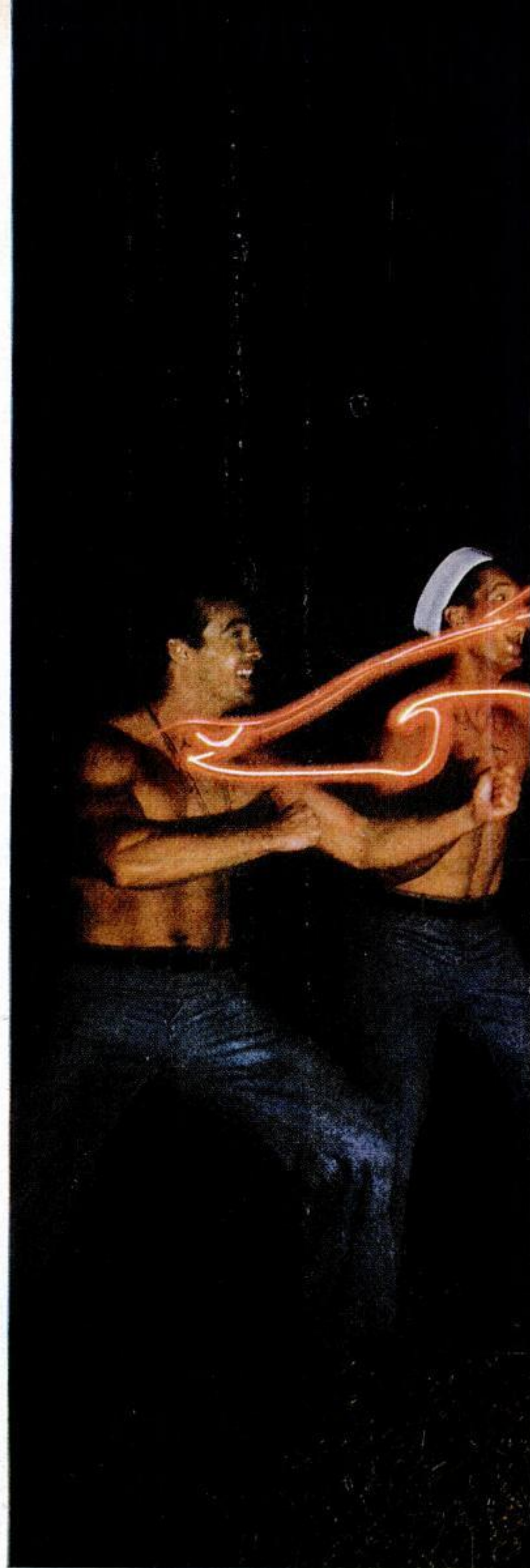
The Seeable Songs of 'South Pacific'

FILM CAST MAKES THE MELODIES VISUAL

South Pacific and its music are national institutions and practically every American has his own ideas of perfect settings for its songs. The lyrics Oscar Hammerstein II fashioned for the music of Richard Rodgers are full of visual images that invite these fancies. Now Director Joshua Logan and Producer Buddy Adler have re-created the tale of wartime love on a South Seas island as a movie in big-screen color and

splendor. And the beloved old songs—*A Wonderful Guy*, *Some Enchanted Evening*, *Younger Than Springtime* and the others—are rollicking through the land again, setting people to visualizing them again.

So LIFE has created, independently of the musical numbers in the movie but using the cast and some of the sets, its own impressions of Rodgers and Hammerstein's seeable songs.



THERE IS NOTHIN' LIKE A DAME Ray Walston as Billis (in shirt)

*There is nothin' like a dame ...
Nothin' in the world
Has a soft and wavy frame
Like the silhouette of a dame.*

A WONDERFUL GUY

Mitzi Gaynor as Nellie

*I'm as corny as Kansas in August,
High as a flag on the Fourth of July!
If you'll excuse an expression I use ...
I'm in love with a wonderful guy!*



SOME ENCHANTED EVENING

Rossano Brazzi as Emile de Becque

*Some enchanted evening you may see a stranger,
You may see a stranger across a crowded room—
And somehow you know (you know even then)
That somewhere you'll see her again and again.*

Photographed for LIFE by N. R. FARBMAN

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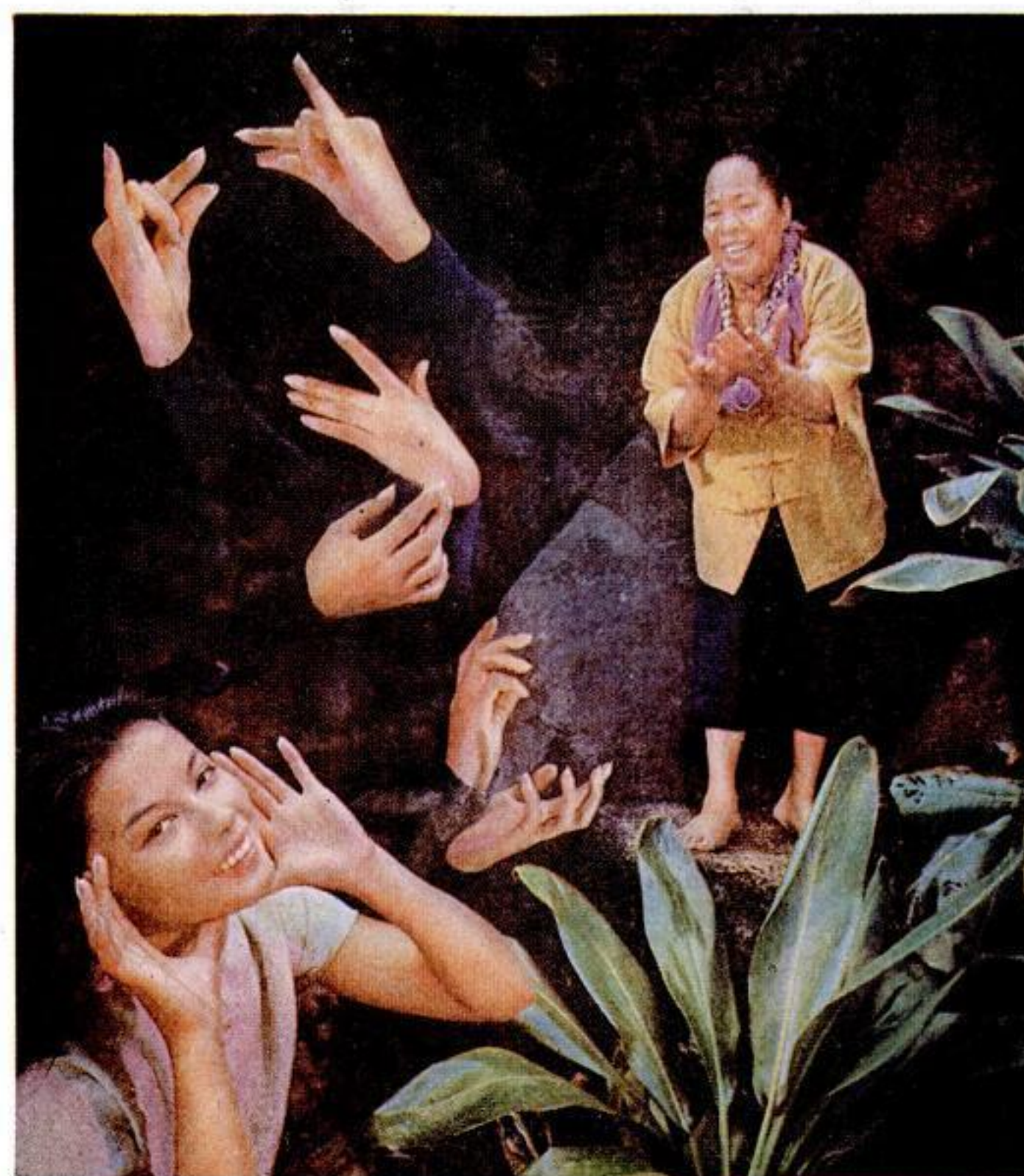
A COCK-EYED OPTIMIST
Nellie in a jubilant mood

*When the sky is a bright canary yellow
I forget every cloud I've ever seen—
So they call me a cock-eyed optimist,
Immature and incurably green!*



YOUNGER THAN SPRINGTIME
France Nuyen as Liat, John Kerr as Cable

*Younger than springtime are you,
Softer than starlight are you,
Warmer than winds of June
Are the gentle lips you gave me.*



HAPPY TALK
Juanita Hall as Bloody Mary with Liat

*Talk about a star lookin' like a toy,
Peekin' through de branches of a tree.
Talk about a girl, talk about a boy
Countin' all de ripples on de sea.*



I'M GONNA WASH THAT MAN RIGHT OUTA MY HAIR
Nellie tries to laugh off romance

*If his eyes get dull and fishy
When you look for glints and gleams,
Waste no time, make a switch . . .
And drum him outa your dreams!*



A dramatic portrayal of the Body by Fisher in the 1958 Oldsmobile Ninety-Eight Holiday Coupe.

The secret is in the build-

THE NEW "SOUND BARRIER" BODY BY FISHER

Built to stay silent for years—that's the new "Sound Barrier" Body by Fisher.

Its secret? Life-Span Build — with roof structure, side members and steel foundation *integrally joined* into one unit.

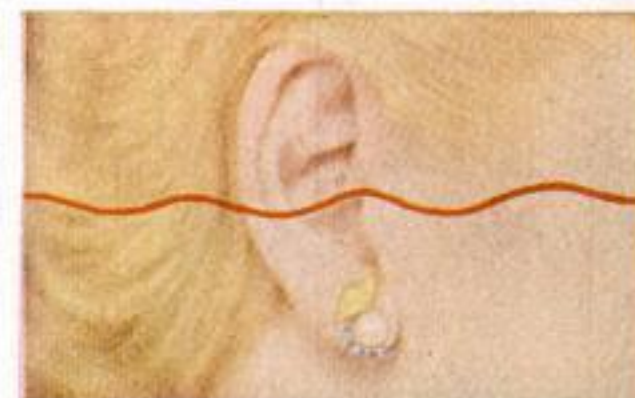
Result: every Fisher Body shrugs off

the shakes and shuts out road noises.

The new "Sound Barrier" Body is the latest achievement in 50 years of Fisher Body "firsts."

* * *

Another Fisher Body dividend: Safety Plate glass in every window—front, rear *and side!*



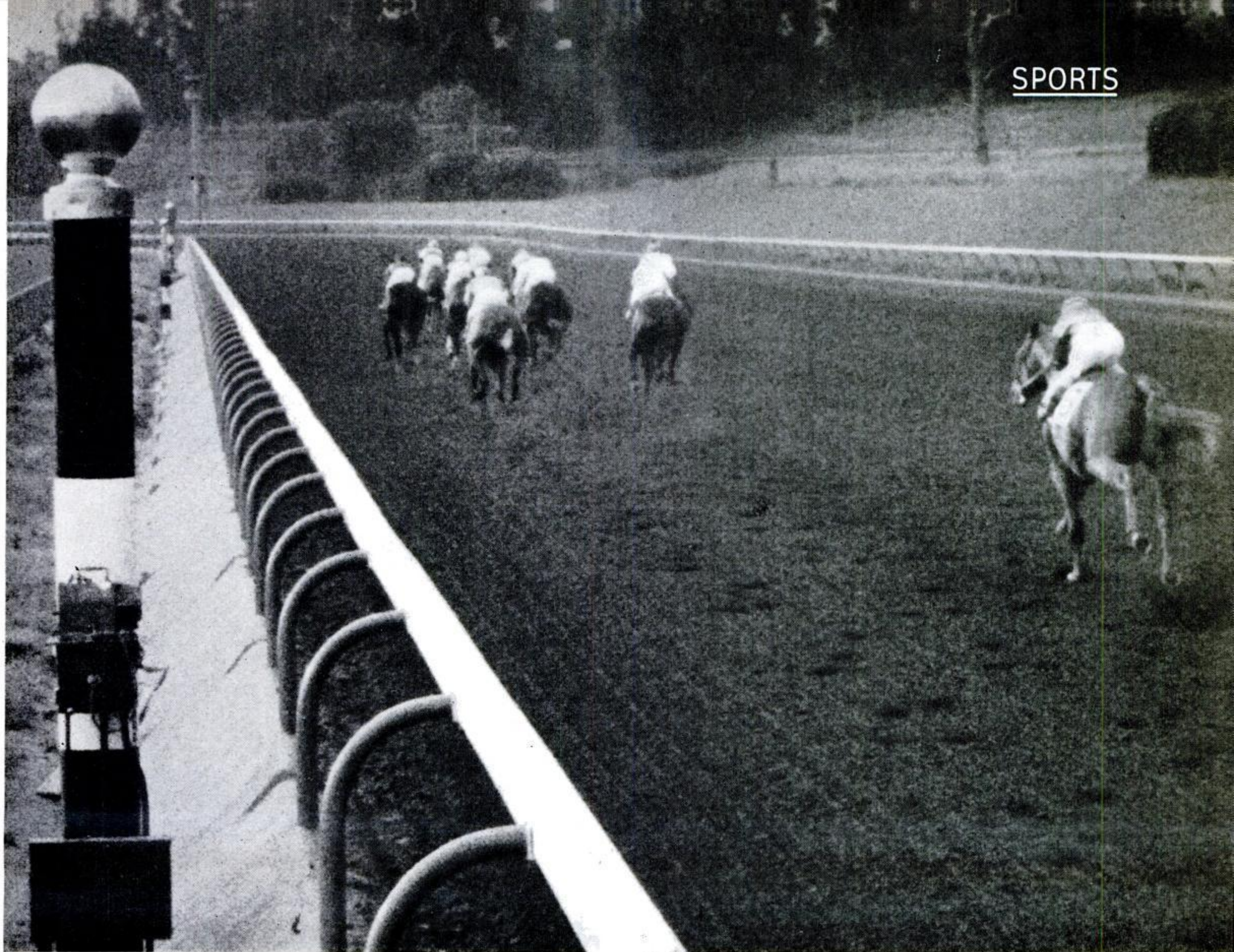
HEARD THROUGH AN ELECTRONIC EAR. On the left, you can "see" the annoying road noises as recorded by an oscilloscope in a '58 car body before the application of 23 "Sound Barrier" insulating and sealing materials. Compare that jagged "loud" line with the *subdued* sound waves recorded in a "Sound Barrier" Body by Fisher.

Only the "GM Five" give you the Bonus of BODY BY FISHER



50 YEARS OF BODY BUILDING LEADERSHIP

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC



IN THE \$100,000 SANTA ANITA DERBY, SILKY SULLIVAN (RIGHT) TAKES HIS ACCUSTOMED EARLY RACE POSITION, LAGGING DESPAIRINGLY FAR BEHIND LEADERS

THE THEATRICAL VICTORIES OF SILKY SULLIVAN

Derby candidate's unlikely finishes are hard on ailing hearts, especially his owners'

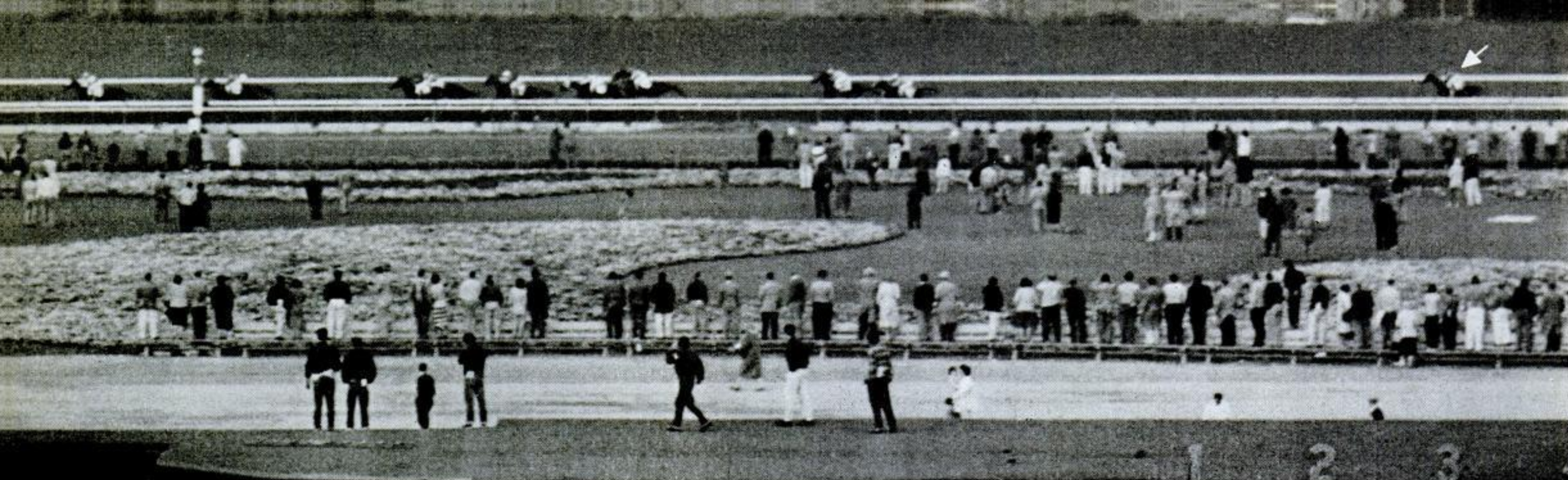
Silky Sullivan, the most electrifying race horse of modern times and a prime candidate for the Kentucky Derby, is not the kind of horse a man with a weak heart should own or bet on. A huge 3-year-old with a red satiny coat, he makes every race a cliff hanger by dawdling an enormous distance behind the field (*above*). After dropping so far out of it that his backers give up, he then subjects them to a different emotional strain, running like a horse with his tail on fire—and winning.

"I have seen come-from-behind horses before, but this is ridiculous," said one racing official at Santa Anita in California, where in one race Silky made up 41 lengths to win. Then in the rich Santa Anita Derby he exposed his fans to another pulse-raising experience (*next page*). But the severest strain was endured by his owners (*right*), both of whom—in a classic mismatch—are cardiac sufferers.

SILKY'S OWNERS, Tom Ross and Phil Klipstein, → supported by daughter, follow race. Ross, recently stroke victim, watched despite a doctor's warning.



CONTINUED



BACKSTRETCH

CHANGES WL 1st 22.4 TIME-DAY TOTAL ODDS 55 5-5 12 10 1 8
2nd 46.1 508 233766 WIN 93897 21949 120961 36

HALFWAY THROUGH SANTA ANITA DERBY THE PACK IS STRUNG OUT, THEN COMES A GAP, THEN COMES SILKY (ARROW) LOAFING 27 LENGTHS BEHIND THE LEADER



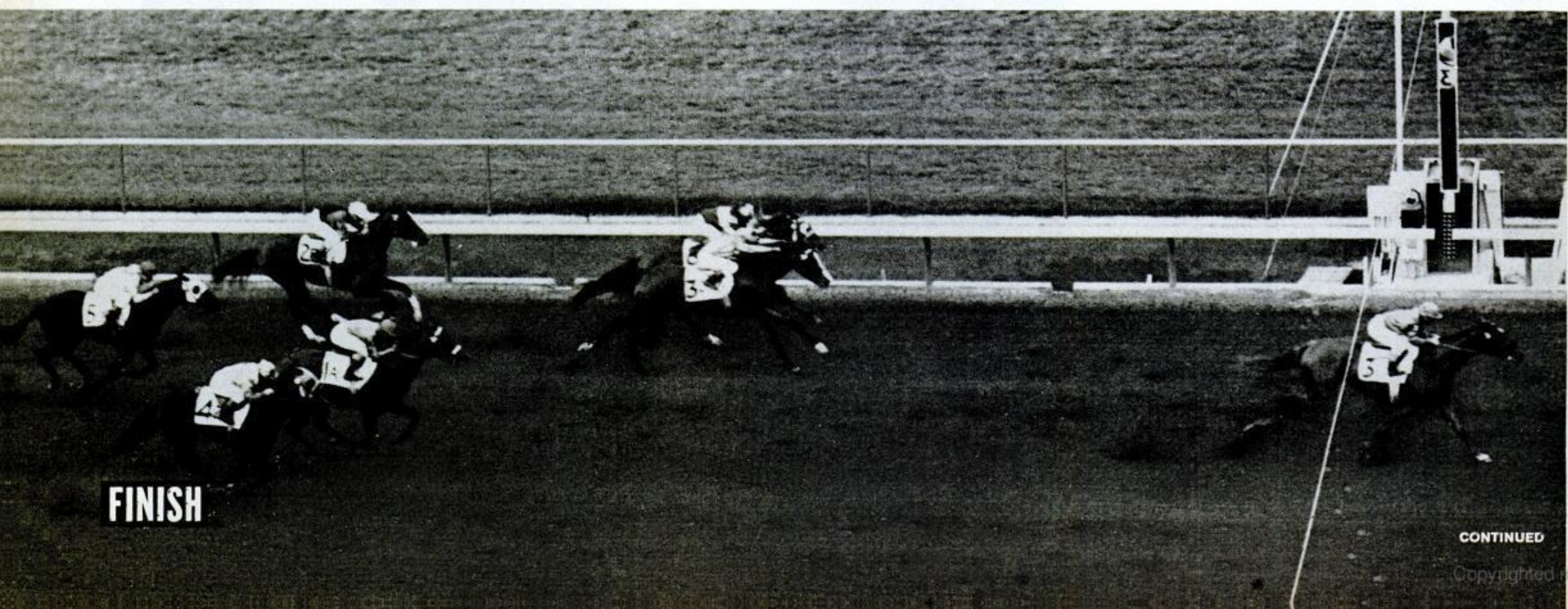
FAR TURN

STILL LAST, SILKY HAS COMMENCED TO MAKE HIS MOVE AT A SIGNAL FROM JOCKEY SHOEMAKER. "JUST A LITTLE CHIRPING IS ALL IT TAKES," SAYS SHOEMAKER



HOMESTRETCH

HEAD LOW AND EARS BACK, SILKY CHARGES UP THROUGH FIELD (ABOVE) AND CROSSES THE FINISH (BELOW), THREE LENGTHS AHEAD AND WITH SPEED TO SPARE

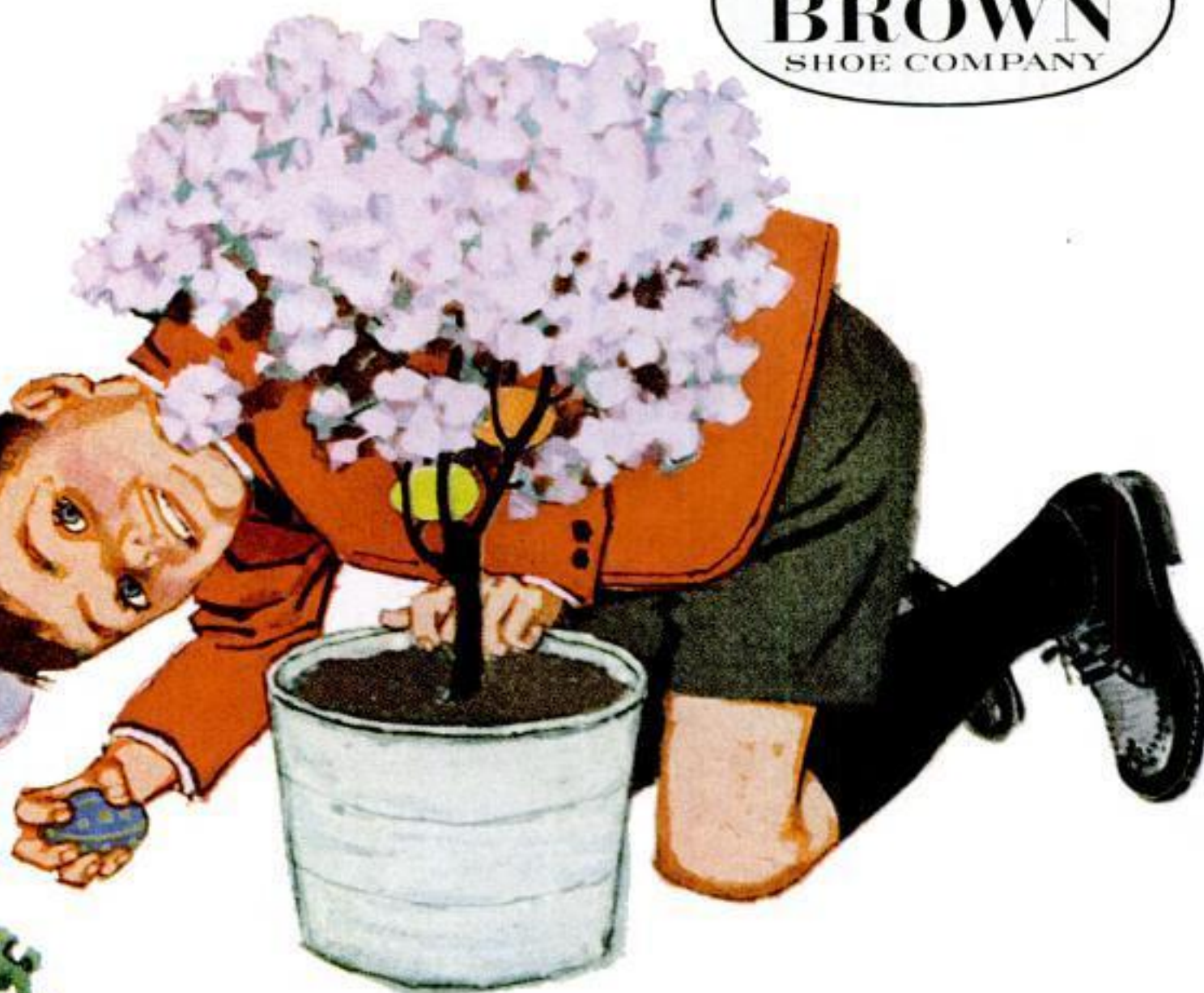


FINISH

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Quality at your feet...



*More youngsters will hunt for
Easter Eggs in Buster Brown Shoes
than any other brand*

What a day for youngsters—looking so cute and happy in their smartly styled Buster Browns. And mothers are so pleased with the way they *fit*. That's because Buster Browns are made over live-foot lasts and fitted only by authorized retailers, using the exclusive 6-Point Fitting Plan. The quality materials and workmanship in Buster Browns make them wear better, too!

5⁹⁹ to 7⁹⁹

*Priced according to size
Higher Denver West*

I've been healthy
and happy for 53 years
Wouldn't you like to put
your children in
my shoes?



TAMMY
swivel strap



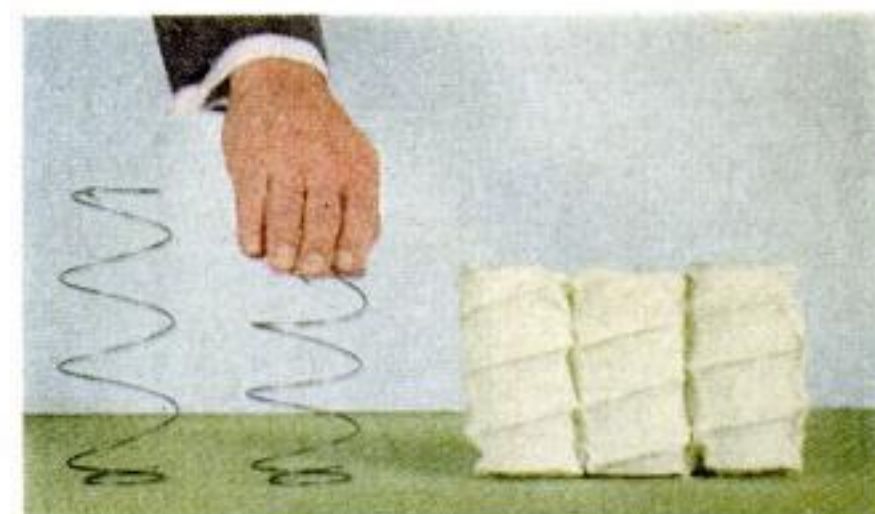
BAYLOR

BUSTER BROWN®

The shoes for the child shape the feet for a lifetime



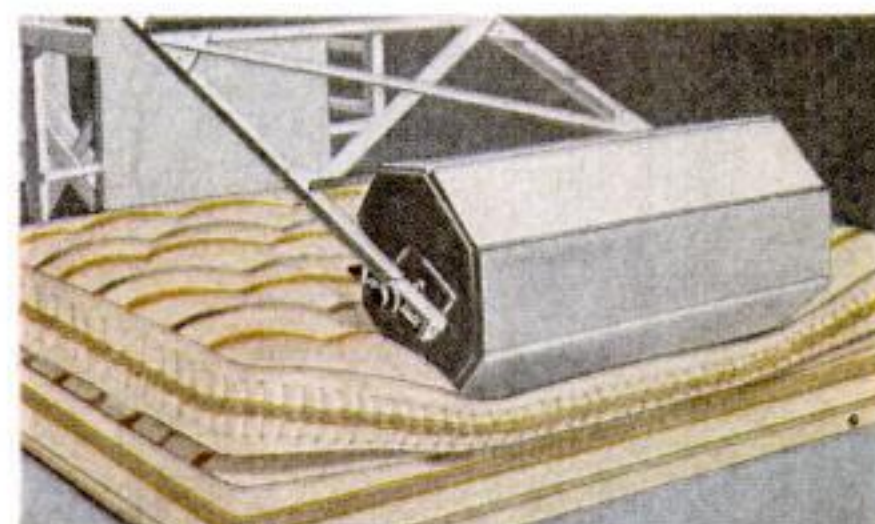
Buster Brown Division, Brown Shoe Company, St. Louis



New Beautyrest springs are power-packed by compressing each under tension. This adds 12% greater *buoyant* firmness that pushes up under you.



Single-bed comfort in a double bed! Beautyrest alone has separate springs. The heaviest husband cannot disturb his partner's rest.



Longer lasting! Under the pounding of this U. S. Testing Co. roller, Beautyrest lasted 3 times as long as any of the 20 leading mattresses tested.



60,000,000 recordings showed sounder sleep on Beautyrest. This 11-year research used methods developed by the Sleep Research Foundation.

Wake up wonderful

BEAUTYREST 
by **SIMMONS**

JUST ARRIVED! THE ALL NEW 1958 BEAUTYREST...

with more buoyant firmness than ever before!

New comfort! New firmness! 12% greater spring support! And this newest, most restful of mattresses actually costs least to own!

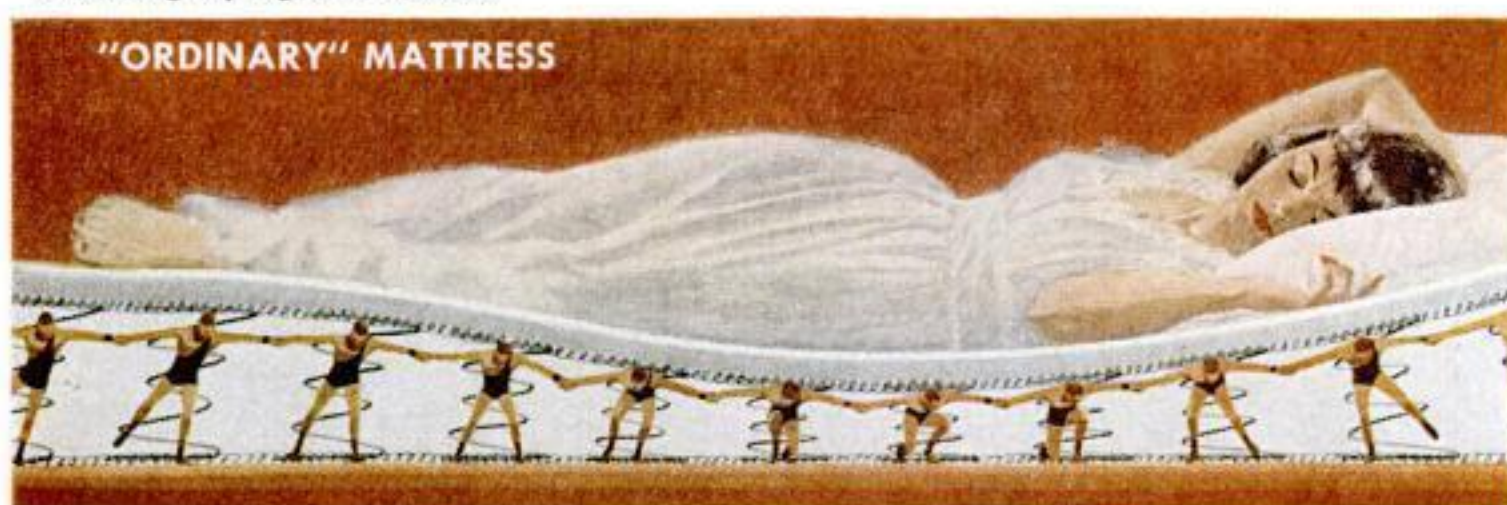
IMPORTANT NEWS for all who treasure their rest, their comfort, their budget:

New power-packed springs, coiled under tension, have added 12% buoyant *firmness* to the all new 1958 Beautyrest*. Greater comfort—and proven to last longer, too!

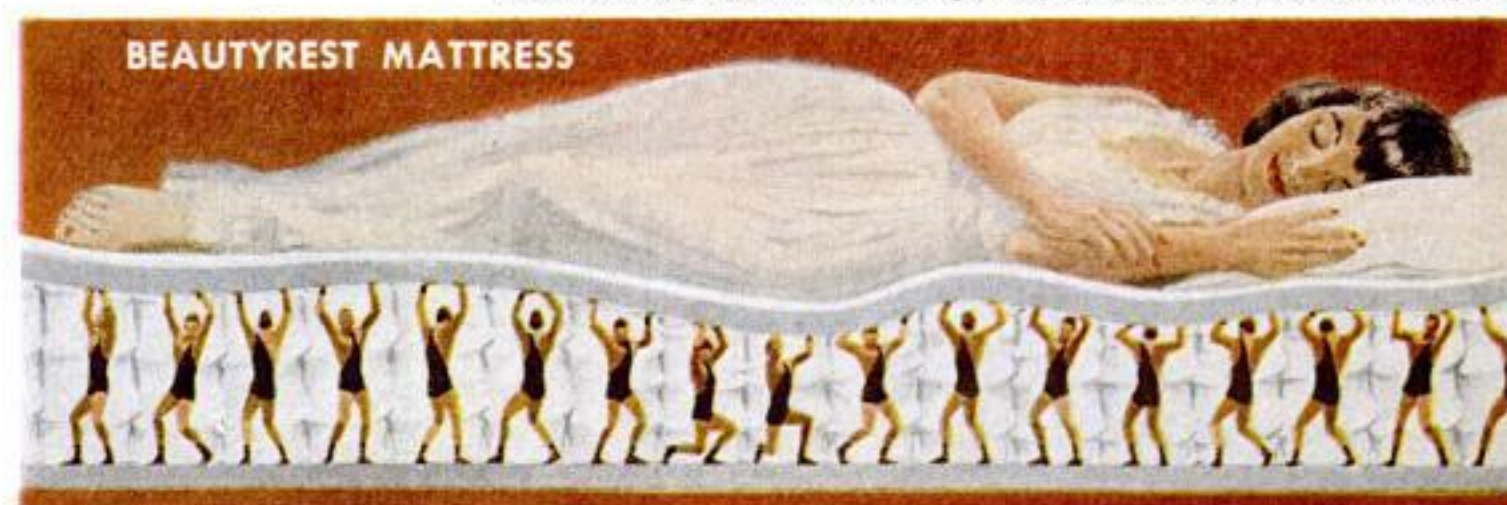
In torture tests made by the United States Testing Co., Beautyrest lasted 3 times longer than the next best mattress. So the best actually costs least to own!

Your choice of firmness! The new firmer Beautyrest now meets all normal requirements. There's the Extra-Firm Beautyrest for those who need added support. Each only \$79.50. Be sure to get a matching box-spring to bring out the best in your Beautyrest.

Prices slightly higher in Canada.

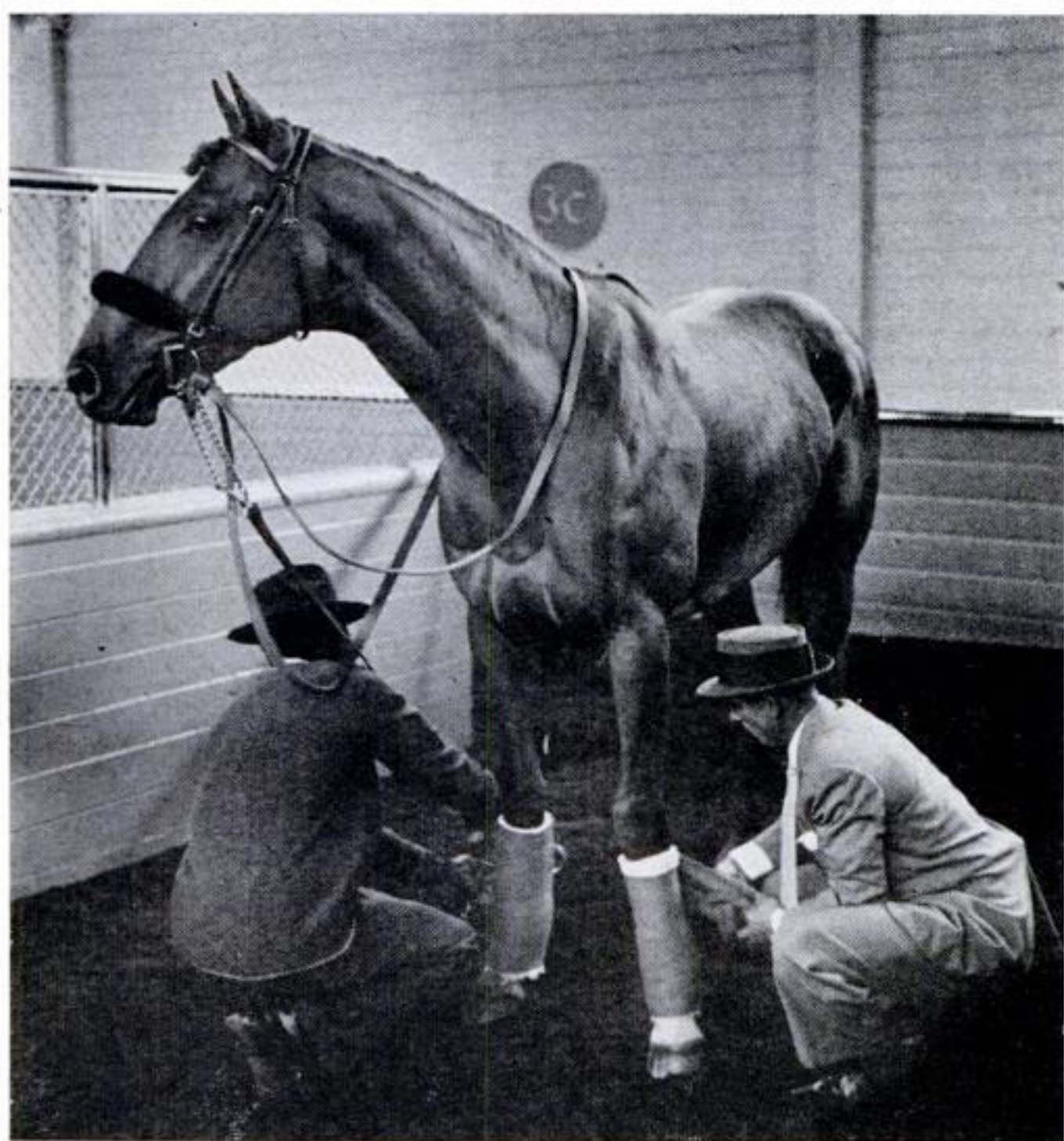


Ordinary mattress made with about 200-300 springs. Wired together, they sag together. They're not free to push up and correctly support the shape of your body. "Sag support" is bad for your back, comfort, and rest.



Beautyrest mattress made with over 800 separate springs. Each is free to push up and firmly support the weight and shape of your whole body. New Beautyrest springs have been power-packed to give 12% more firmness.

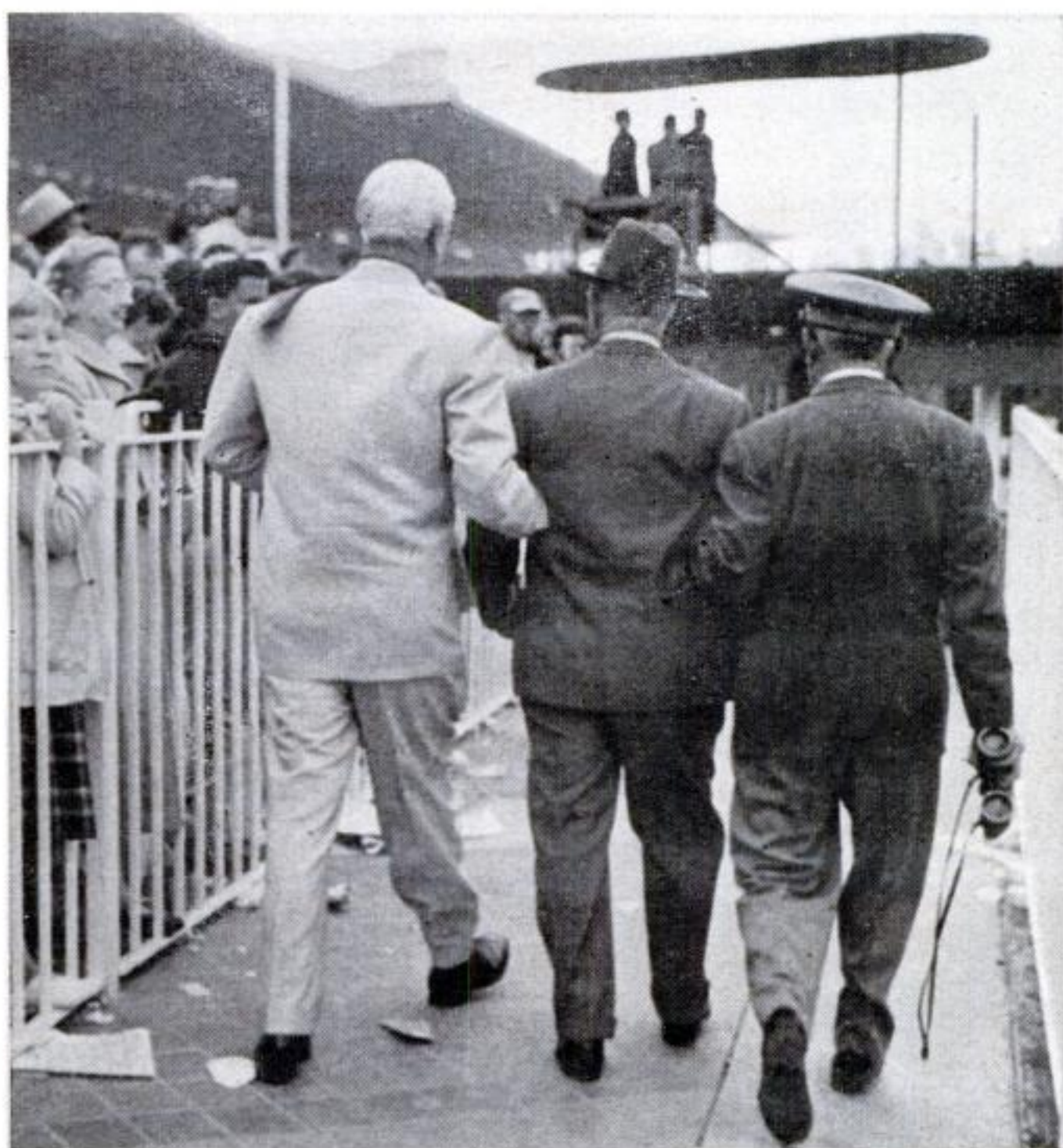
*Trade-mark Reg. U.S. Patent Office, Copr. 1958, by Simmons Co., Mose. Mart. Chicago, Ill.



CALM BEFORE RACE, Silky submits passively to attentions of groom and exercise boy who take off bandages protecting his legs in saddling enclosure.

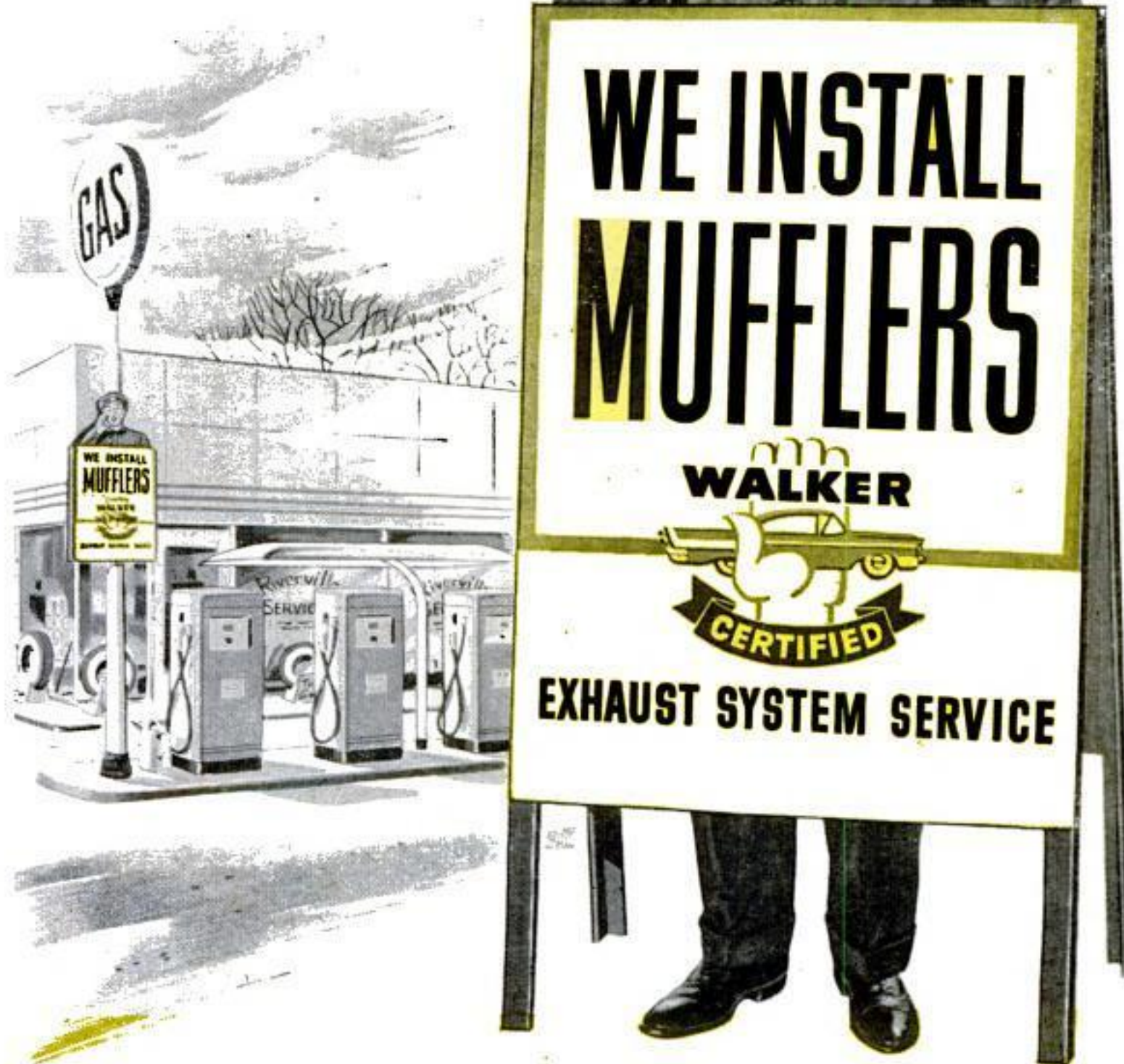
HORSE OF HEROIC PROPORTIONS

The legend of Silky Sullivan is no more robust than the horse himself. A big horse standing 16 hands and weighing 1,200 pounds, he dwarfs other 3-year-olds. He is so deep through the chest that a special, long surcingle is needed for his saddle. He eats so heartily that his trainer begins cutting back on his food three days before a race instead of the conventional one. He pounds the turf so hard with his hoofs in a race that he has to wear steel shoes instead of lighter aluminum. "He bends aluminum," says his trainer. With these attributes plus his phenomenal finish, Silky Sullivan is one of the shortest priced winter favorites (2-1) in the history of the Kentucky Derby.



HELPED AFTER RACE, winning owner Phil Klipstein (center), having survived excitement, gets assistance on his way to winner's circle at Santa Anita.

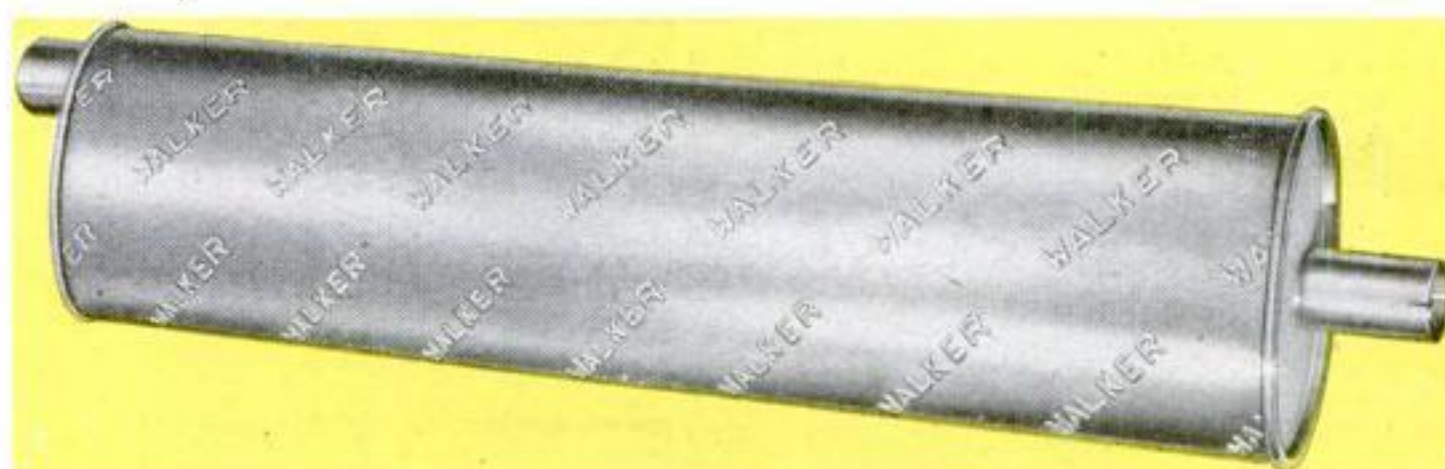
Muffler trouble?



STOP AT THIS SIGN OF

WALKER CERTIFIED

Exhaust System Service



Right in your own neighborhood—at your own favorite service station or repair shop—you will find the finest *Muffler Specialist* anywhere . . . the Walker Certified Exhaust System Service man.

He installs Walker "Precision Tuned" Silencers . . . engineered specifically for your particular car . . . built to the highest standards of performance. And they are "life insured" by the use of special corrosion-resistant materials

—inside and out—where required.

Walker "Precision Tuned" Silencers have been proven on millions of cars under every driving condition. No other replacement muffler will outlast the equivalent Walker Silencer under similar driving conditions.

So, when your car needs a new muffler or tail pipe, take it to an expert you know and can trust. Stop at the sign of Walker Certified Exhaust System Service.

Walker Certified Exhaust System Service is a nation-wide group of service stations and independent repair shops sponsored by the Walker Marketing Corporation, subsidiary of the Walker Manufacturing Company of Wisconsin, Racine, Wisconsin.

SPECIAL OFFER

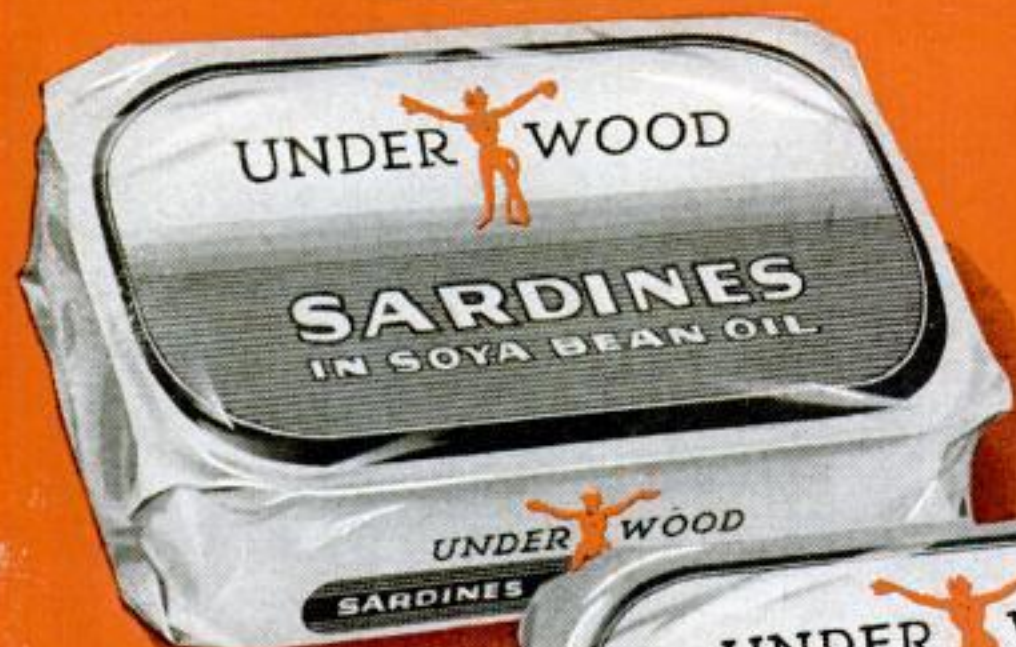
to introduce you to

3 SPECIAL SARDINES

CHOICE UNDERWOOD SARDINES are among the finest — slow-baked and deftly seasoned to bring out all the *real* sardine flavor. And now they're available nationally . . . yours to enjoy in three delicious varieties . . . in delicately spiced oil, in zesty mustard sauce, and in savory tomato sauce. You'll like these sardines and you'll like the price!

TO INTRODUCE YOU TO UNDERWOOD SARDINES in Oil . . . Mustard . . . and Tomato, we offer this beautiful silver Sardine and Hors D'Oeuvres Fork, by International Silver. It usually retails at \$1.00, but it's yours for only 35¢ and one label from any of Underwood's 3 sardine varieties. And it's *free* if you send all 3 labels—one blue, one yellow, one red—from Underwood Sardines in Oil . . . Mustard . . . and Tomato.

This offer expires June 30, 1958.



IN OIL

IN MUSTARD



IN TOMATO

To: Underwood Sardines, Dept. 203, Wallingford, Conn.

Please send me _____ Silver Sardine Forks.

(Number)

☐ For each Silver Sardine Fork, I enclose 1 label from any variety of Underwood Sardines and 35¢ in coin.

OR

☐ For each *free* Silver Sardine Fork, I enclose all 3 labels—one each from Underwood Sardines in Oil, Mustard and Tomato.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



UNDERWOOD®

UNDERWOOD SARDINES BY THE MAKERS OF FAMOUS UNDERWOOD DEVILED HAM



DO THEY KEEP

This white-coated man, looking like a large-scale fruit vender, is a professor at Michigan State University engaged in what is probably the most pleasant medical experiment in the country. Dr. Eugene Lucas, a scholarly horticulturist, has long wondered whether there is truth in the old saying, "An apple a day keeps

MEDICINE



DOCTOR AWAY?

the doctor away." To find out, he enlisted 500 students at the university and, with 7,000 apples provided every week by the National Apple Institute, started them eating two apples every day. After four years their health will be compared with that of their 17,000 classmates who have not eaten apples for teacher.



Prize Catch!

When it comes to the pursuit of perfection in Scotch Whisky, Black & White is the prize catch the world over! That's because its quality and character never change.



"BLACK & WHITE"

The Scotch with Character

BLENDING SCOTCH WHISKY 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS

how
dry
you
are!

(how dry
you'll stay!)



(use **ODO-RO-NO** every day!)

• Now! 100% protective coverage against perspiration!

• Underarms start dry, stay dry . . . even the most stubborn cases are instantly checked!

Super-effective ODO-RO-NO stops underarm odor and moisture at the source . . . never fails like weak, ordinary brands. Never a trace of perspiration stain! You're totally protected a full 24 hours.

Absolutely safe . . . medically tested ODO-RO-NO is proven safest for normal skin and fabrics. Guaranteed 100% effective or your money back. Cream, Spray and Stick forms.



ODO-RO-NO

Apples CONTINUED



HEALTH FILES of test group, to be matched with those of other students, are discussed by Lucas (center) with Drs. C. Menzies (right), R. Monfort.

A SCIENTIFIC LOOK AT OLD LORE

"Although science has ridiculed folk tales for years," says Professor Lucas, "we have found much scientific foundation for lore that pertains to plants and disease." Because he is only halfway through the test, Professor Lucas has reached no final conclusions on the apple-a-day maxim. But he points out that apples are rich in pectins, jelly-like chemicals that seem to absorb toxic substances in the digestive tract. They also contain certain important minerals, and organic acids that in laboratory tests have helped to regulate cell growth. Along with determining whether apples keep healthy people well, Professor Lucas hopes to find out whether they are of benefit to people who are ailing.



APPLE CHEMISTRY is studied by Dr. A. L. Kenworthy (right), consulting with Lucas. Tubes in circular rack contain various fractions of apple extract.

THIS EMBLEM IS YOUR GUARANTEE OF SATISFACTION



Blue Bell, Inc., Empire State Bldg., New York, N.Y.—Canada, W. Howick Mfg. Co., Montreal



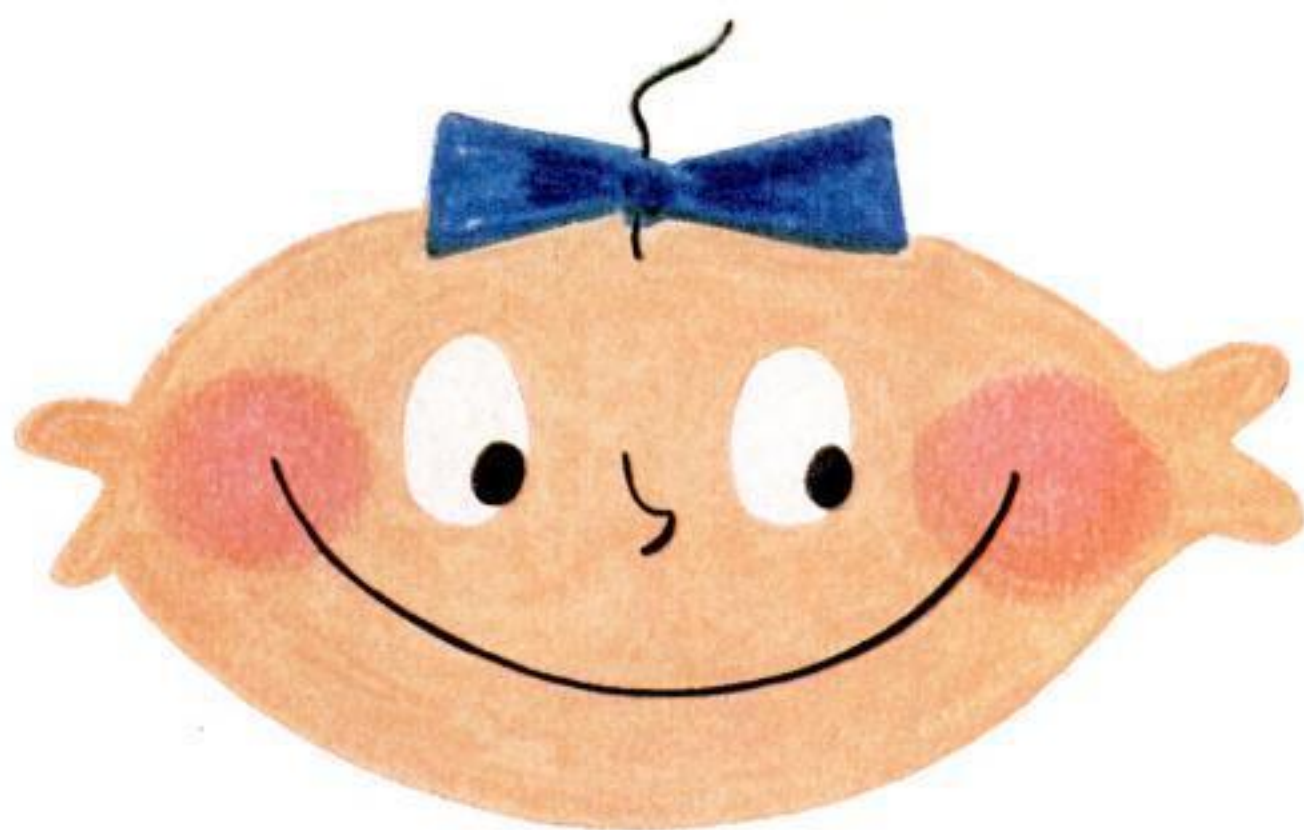
AUTHENTIC WESTERN JEANS FOR ALL THE FAMILY Nothing can beat them for good looks,

for long wear, for value. "And they fit the best," says Jim Shoulders, 1957 All-Around Cowboy Champion. Dad and all the boys in blue or faded blue; Mom and the girls in six happy colors. Wrangler Jeans and Frontier Pants **\$1.98-\$3.98**, Wrangler Western Styled Shirts—Men **\$4.98**, Boys **\$3.49**.

BLUE BELL

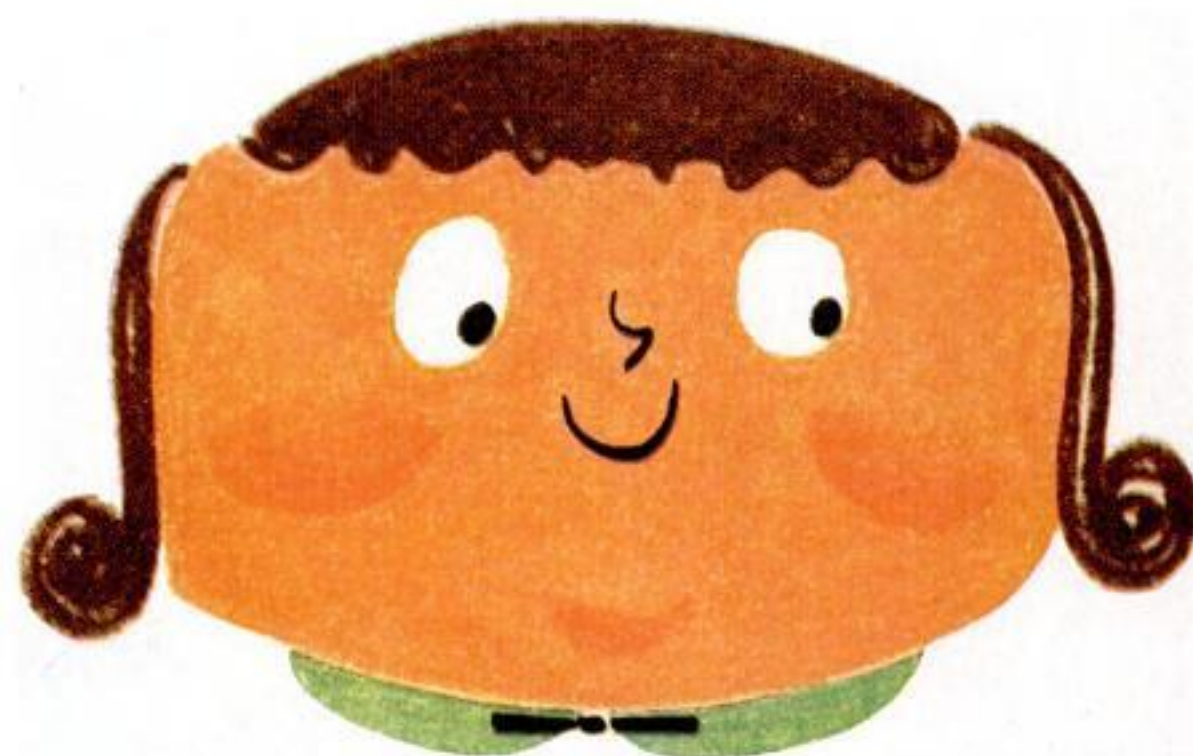
Clothes for all the family

What kind of a (just about



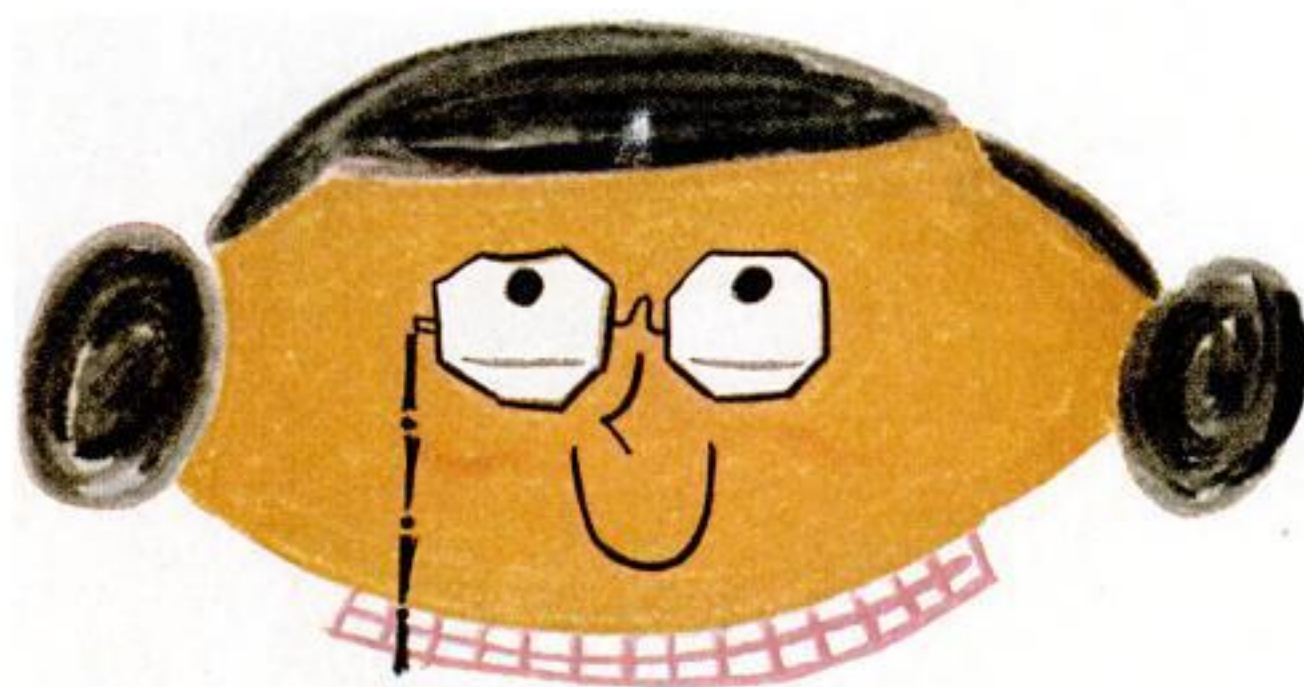
Infant diet?

There used to be a bugaboo that bananas were indigestible. Now doctors prescribe ripe bananas as one of baby's first solid foods—because they are so easily digested.



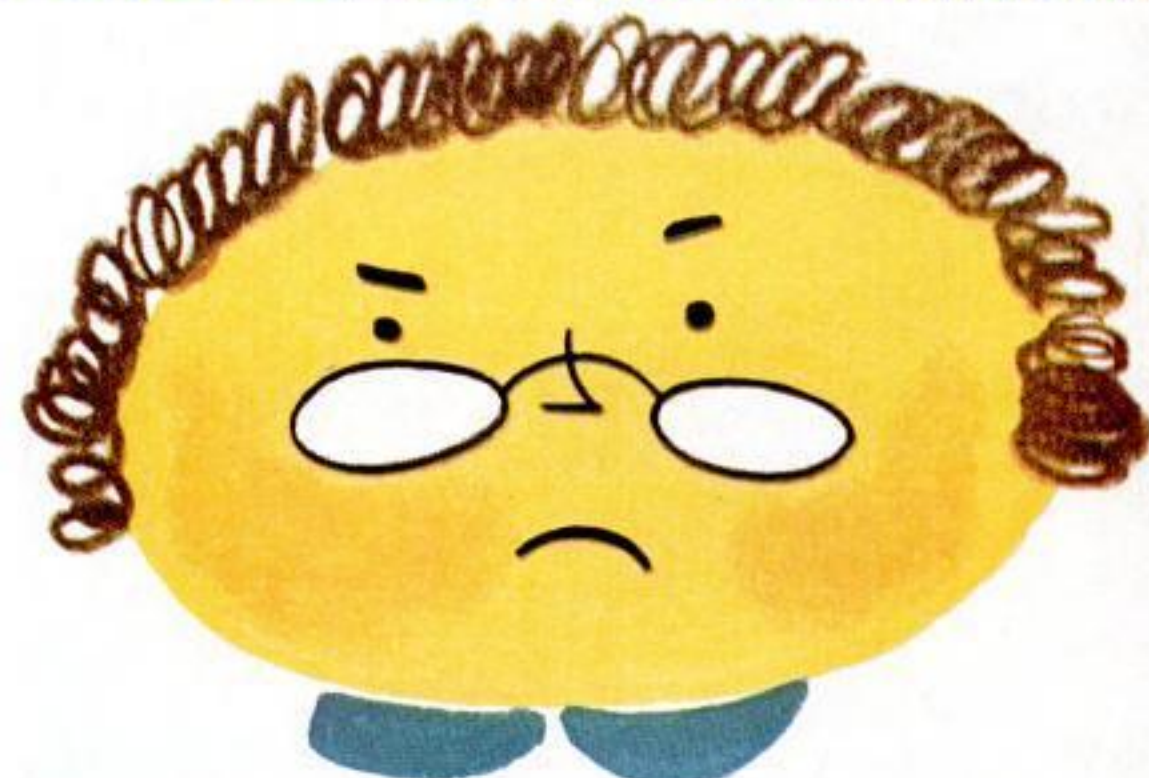
Weight-losing diet?

Maybe you have heard the bugaboo that bananas are fattening. What are the facts? The U. S. Department of Agriculture states that a medium banana has only 88 calories.



Geriatric diet?

Bananas are easy to fix, easy to chew—perfect for older folks. And they help sustain youthful vitality with a well-balanced supply of vitamins and minerals.



Convalescent diet?

Ripe bananas are smooth, mild, gentle... and supply essential nutrients. Sliced with milk, they provide a well-balanced ration to coddle convalescents right back to good health.



Low-cholesterol diet?

There's no cholesterol at all in bananas. So if your doctor suggests cutting down your daily cholesterol intake, bananas a-plenty are perfectly safe—and they're ever so satisfying.



Liquid diet?

Be sure to try a banana shake on the days your doctor advises liquids. Just mash banana with a fork, shake with cold milk—and pour yourself a balanced ration.

Calorie Low!* Vitality High!

What diet are you on ?

(Everybody is!)



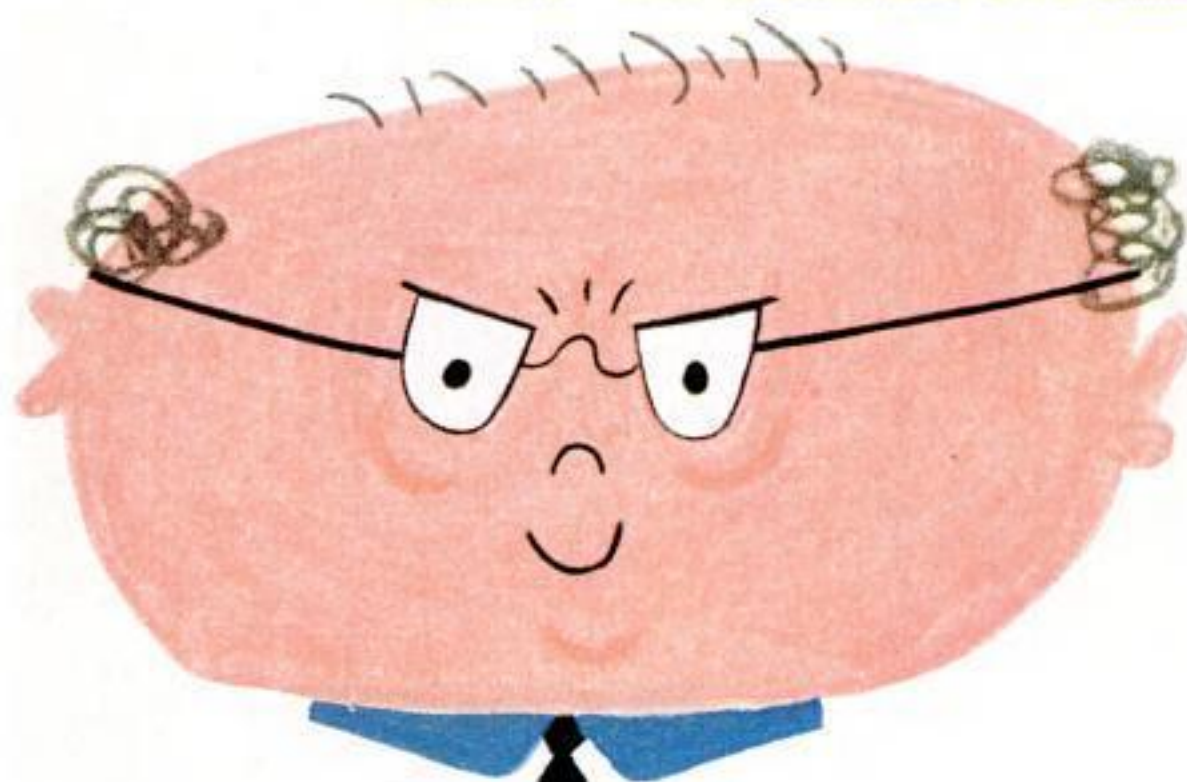
Low-fat diet?

Bananas contain almost no fat at all—less than 2/10 of 1%. Yet, unlike so many "diet" foods, they have a rich, mellow flavor and really satisfy your appetite.



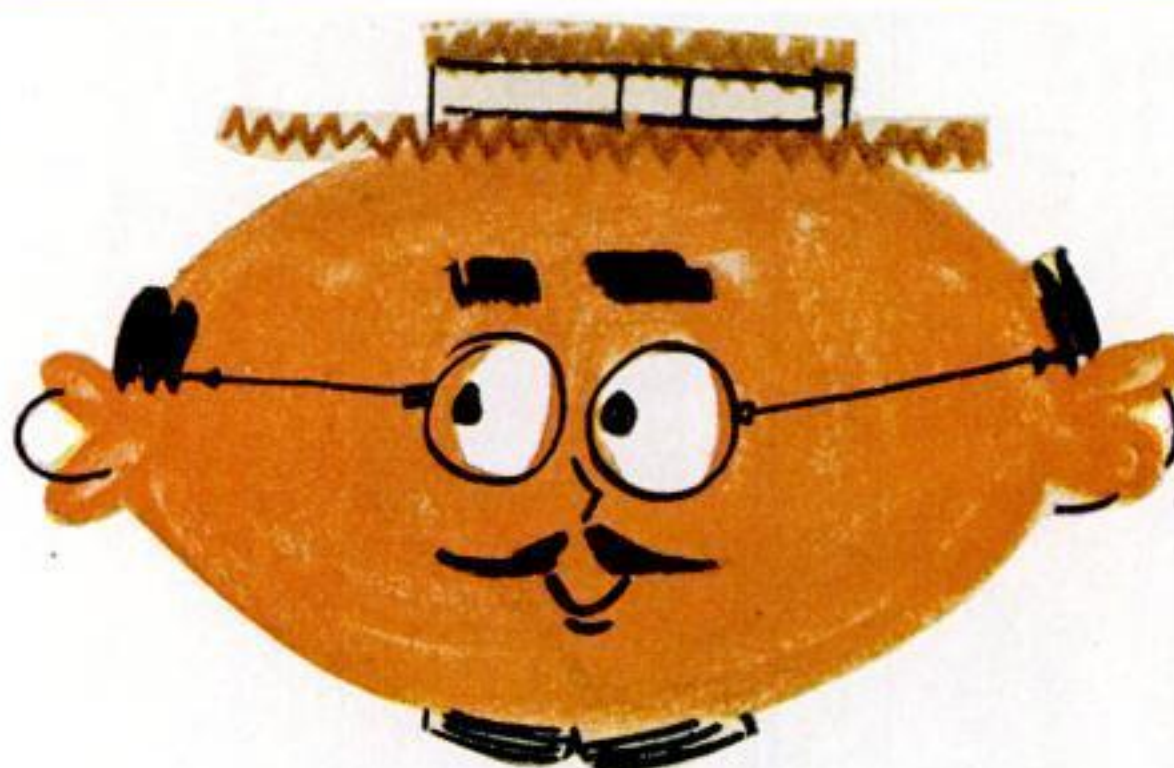
Growing-up diet?

Bananas satisfy hunger—and "hidden hunger," too. They provide vitamins and minerals to help kids grow strong and healthy, plus wholesome fruit sugars for quick energy.



Bland diet?

Bananas are more than just "digestible." Because of bland texture and unique composition, they actually *aid* digestion. So havabanana on days you feel a little off your stride.



Low-sodium diet?

Bananas are a blessing for people on low-sodium diets. Their natural flavor needs no embellishment—and you can enjoy all you want. A medium banana has less than 4 mg. of sodium.



Got-no-troubles diet?

Bananas are one of the best-tasting foods you can eat any day! Such a happy way to build good nutrition into your daily diet. So help yourself. Havabanana today!

Whatever diet you're on...

Help yourself—HAVABANANA!



Help yourself to a slender figure!

Help yourself to new vitality!

Help yourself to better digestion!

Remember—a medium banana has only 88 calories!

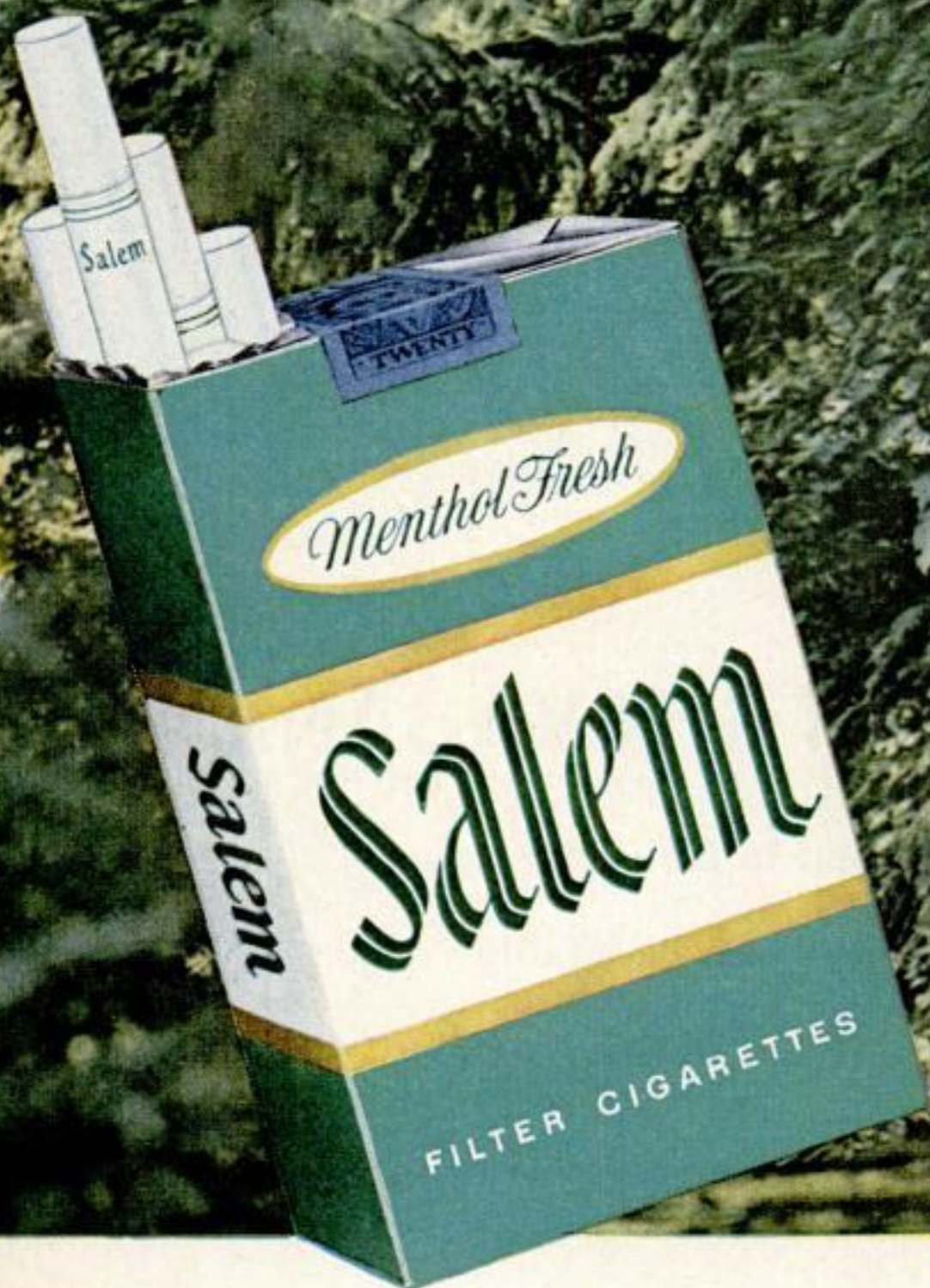
* **Calorie low!** Fruits as a class are low in calories and bananas are a particularly low-calorie food because they are usually eaten straight from the peel with no high-calorie extras added.

UNITED FRUIT COMPANY

Bananas belong in your daily diet!

A new idea in smoking!

Salem refreshes your taste



- **menthol fresh**
- **rich tobacco taste**
- **modern filter, too**

As refreshing as Spring at its glorious best...that's Salem! Rich tobacco taste with new surprise softness...through Salem's pure-white modern filter flows the freshest taste in cigarettes. Smoke refreshed...smoke Salem. Try a pack, and you'll buy a carton!

Created by R. J. Reynolds Tobacco Company.



DOING MAGIC IN PULPIT, REV. MR. OWENS TAKES FROM HAT A CUBE LABELED "SIN" AFTER MAKING IT DISAPPEAR FROM BETWEEN "GOD" AND "MAN" CUBES

A Prestidigitating Preacher

At a recent Sunday service in a Louisville, Ky. Presbyterian church the Reverend Robert Owens spread on the pulpit a parlor magician's paraphernalia and began to preach. "When man's sin is covered by the blood of Christ," he said, "the sin is removed 'as far as the east is from the west.'" At that, from between two blocks labeled "man" and "God," he magically removed a cube called "sin." Holding "sin" above his head he quoted the Scriptures: "'But now in Christ Jesus you who once were far off have been brought near in the blood of Christ.'"

Mr. Owens is one of a surprising number of ministers who are amateur magicians and think prestidigitation makes sermons more memorable. He considers it just a visual aid. To keep his sermons from being side

shows, he emphasizes the morals his magic dramatizes. "While I may be tricky," he tells his congregation, "I wouldn't fool you for the world."

Magician-ministers like Mr. Owens make up tricks or get them from publications on "gospel magic." A book called *Junior Magic Sermon Talks* has sold 13,000 copies; and a national club of gospel magicians, to which Mr. Owens belongs, publishes a newspaper called *The Christian Conjuror*. The membership, which includes laymen, does evangelistic magic shows at Sunday schools, rural missions, prisons and Army camps. Mr. Owens, who is 27 and has been an ordained minister for 10 months, finds magic makes him popular with children. "But the adults benefit just as much," says Mr. Owens, "as long as they think it's directed at the children."

Looking for
Something?



PHOTOGRAPHIC
EQUIPMENT & SUPPLIES



ladders, lawn mowers, hearing aids
painters, printers, window shades

whatever you need—

Find It Fast
In The
Yellow Pages



Advertisers displaying this emblem
make your shopping easy.



SACRIFICE is dramatically illustrated (top) by a mirror illusion in which the Rev. Robert Owens appears to see completely through his wife Norma's wrist. Then (bottom), to show that she has given her arm for her church, he passes his own hand at right angles through her seemingly severed wrist.



GROWTH OF SIN is demonstrated by the pastor during his Sunday sermon. Many separate links symbolizing small transgressions are put in a glass. When he pulls them out, however, they are all joined together in a long chain showing how seemingly unimportant sins add up to a big transgression.

SORE THROAT?



Antibiotic
Candettes
give immediate
soothing relief!

CANDETTES work 2 ways:

- 1 Double Antibiotic action... fights germs! Not just one—but two safe, proven antibiotics kill many irritation-causing throat germs, on contact!
- 2 Anesthetic action... relieves soreness! A safe and effective anesthetic acts instantly to relieve soreness of inflamed membranes.

Not an ordinary cough drop—delicious, orange-flavored Candettes are a proven medication! Get them at your drug store.



Candettes

By the World's Largest Producer of Antibiotics



this spring... make your car SING again!

DYNA-FLYTE®

the original precision
ball bearing distributor plate

Why pay for low gas mileage, poor pick-up, sluggish performance—when a DYNA-FLYTE precision plate restores sparkling new power and economy in your car?

DYNA-FLYTE's precision permanently eliminates plate wobble, tilt and erratic spark advance. You feel the difference immediately in easier starting, smoother idle, better acceleration, improved performance and greater economy. Sales of over a million DYNA-FLYTE plates prove outstanding car owner satisfaction.



For FREE information on how DYNA-FLYTE can give you peak economy and performance, print your name and address on a post card, mail to Dept. A, Box 4467, Detroit 28, Michigan.

SINGLE AND DUAL POINT MODELS AVAILABLE
FOR MOST POPULAR CARS AND TRUCKS!

RENBERLES PRODUCTS

Treat your car—and yourself—to HIGH SPIRITED PERFORMANCE with DYNA-FLYTE!

EVERYBODY'S WINE...
BECAUSE IT
TASTES SO GOOD



Rich in tradition and flavor, Manischewitz was — and is — the time-honored wine to serve on special occasions. But today, for more and more people, it is also an *everyday* treat. It doesn't cost too much. It tastes delicious. It's *everybody's* wine. Made from luscious, sunripe Concord grapes—among the sweetest America grows—Manischewitz Wine

captures all their natural goodness. It belongs with other pleasant things—good food, good fun, good company. Grace your table and honor your guests with joyful Manischewitz Wine. Look for it in the famous foursquare bottle.

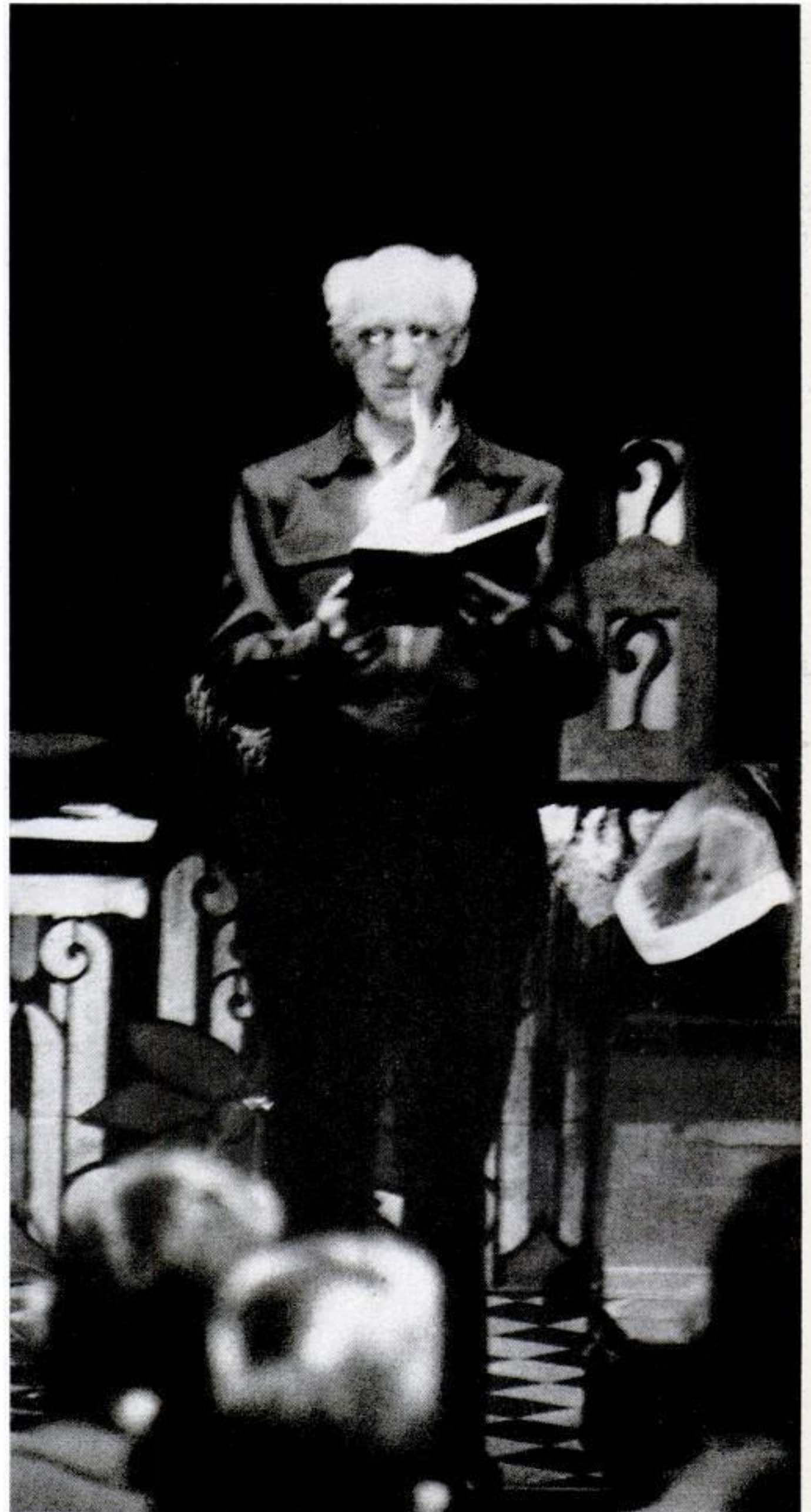


everybody's wine—because it tastes so good **MANISCHEWITZ**
("Man, oh Mani-shev-its")

SPECIALLY SWEETENED CONCORD GRAPE WINE; MEDIUM DRY CONCORD WINE; AMERICAN BURGUNDY & SAUTERNE; 100% PURE AND SPECIALLY SWEETENED BLACKBERRY, CHERRY & LOGANBERRY WINES AND AMERICAN MALAGA. MANISCHEWITZ WINE COMPANY, NEW YORK.



THE LORD'S LIGHT is represented by eight flaming candles which materialize one by one on Mr. Owen's fingers while he delivers a sermon on light in Christianity. He likens individual candles to Christ's radiance, flame of sacred love and the light of virtue, which "banish the earth's darkness."



HELL FIRES are symbolized by flames which magically flare from a Bible when book is opened at demonstration in San Francisco. Tom Dethlefsen, who is not a minister, shows the trick to Fellowship of Christian Magicians. Moral is that this is fate of those who do not believe in the Bible's teachings.



Bottom to top: #5304 Brown Llama Calf. Also in Black. #5722 Slip-on. Brown Calf. Also in Black textured or Black smooth Calf. #5004 Brown Calf. Also in Black.

Make the light-hearted choice...

Bostonian Flexaires

put spring in your sole

This new shoe cushions your feet in comfort while it dresses them in style. Bostonian Flexaires are trim-lined on the outside, cushioned on the inside and flexible all over. New comfort construction puts spring into every step you take. Slip into a pair of Flexaires today. Discover light-hearted pleasure in their light-footed comfort.

At finer men's shops, shoe and department stores. Bostonian Shoes, Whitman, Mass. Also makers of Mansfields and Bostonian Jrs. Most styles \$17.95 to \$29.50.

"Any fruit 'n' cereal suits us
... as long as it's
Post Raisin Bran"



THE ONLY CEREAL IN THE WORLD WITH SUGAR-COATED RAISINS

happens to be Post Raisin Bran. Dolls . . . and guys . . . of all ages tell us it tastes extra wonderful. Crispest flakes—and plump, juicy raisins dipped in honey and sugar.

Guess that's why more people buy Post than any other raisin bran on the market.

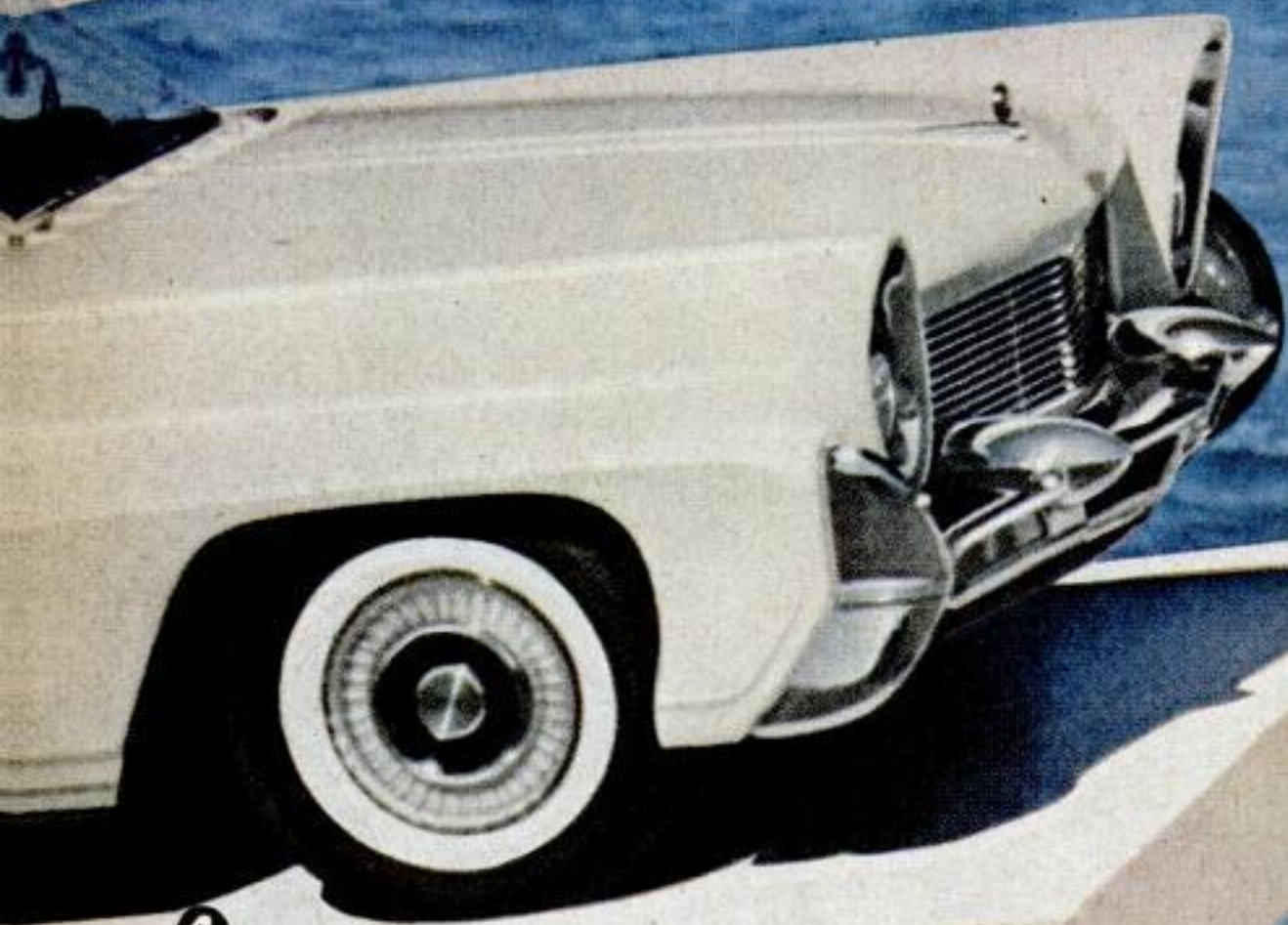
It figures!

"ALL POST CEREALS HAPPEN TO BE JUST A LITTLE BIT BETTER"



The Breakfast Foods of General Foods

FORD



Each car is a cargo full of **YOU** ideas

1. EDSSEL CORSAIR 2-DOOR HARDTOP 2. MERCURY PARK LANE PHAETON SEDAN 3. THUNDERBIRD
4. LINCOLN PREMIERE LANDAU 5. FORD FAIRLANE 500 TOWN VICTORIA

more new ideas, more **YOU** ideas

HUNTERBIRD • EDSEL • MERCURY • LINCOLN • CONTINENTAL MARK III



You see our **YOU** ideas in the unusual beauty of our styling. You feel them in the luxurious comfort of our interiors. You sense them under the hood where there's smooth-flowing power and performance. We call them **YOU** ideas because they give you what you want at the price you want to pay. Ford Motor Company, The American Road, Dearborn, Michigan.

- in The Ford Family of Fine Cars

AMAZING AEROWAX



saves you tiresome rewaxing....
the shine comes back again and again with easy buffing!



Spill on it! Scuff it! Just "damp mop" and the shine's still there!



Double-Rich in Wax. AEROWAX contains twice as much *real* wax as leading hard-finish brands—yet costs you less.



For All Type Floors. AEROWAX works wonders on linoleum, wood floors, asphalt tile, rubber tile composition, terrazzo.

There's nothing like amazing, self-polishing AEROWAX for keeping today's smart, modern floors at their sparkling best. With this popular, work-saving wax you shine *without rubbing* and then shine again *without rewaxing*!

That's because AEROWAX is double-rich in *real* wax. Its deeper, richer lustre lasts longer—comes back again and again with easy buffing. You can even scuff it—spill on it—let the youngsters give it "the works"—then just "damp mop" it and the shine's still there! Get a can of amazing self-polishing AEROWAX at your favorite store today!





PLAIDS AND CHECKS are lined up at Roosevelt Raceway pari-mutuel window. Left to right, they are: suit with navy-white bias checks (Monte-Sano & Pruzan, \$225); brown-white checked coat with matching skirt, solid color blouse (Arthur

Jablow, \$225); coat of red-blue-white Prince of Wales plaid with a wide collar (Monte-Sano & Pruzan, \$250); black-white checked suit with built-in vest (Hannah Troy, \$80); a black-white checked coat (sold with black dress, Kasper, \$145).

FAST BREAKING PLAIDS, CHECKS

Race track patterns are spring's bold way of wearing conservative colors

Even before the spring opening bugle has sounded at many tracks across the country, race track plaids and checks are off to a fast start and running well. In a season where clear bright colors predominate, the one new way of wearing conservative black, brown and navy is by combining them with white in oversize checks and plaids. These bold patterns, which are usually confined to country sports clothes, are now turning up in city wear, and have even been used in cocktail dresses (p. 110).

Straight simple shapes without any fussy details are best suited to these strong patterns, and look particularly well when they are worn in this season's new short length. It takes a tall slim girl to carry the loudest of the plaids, but relatively small checks (such as the second outfit from the right above), which are much easier to wear, are also being widely shown in coats and suits. For ladies who prefer big patterns in small doses, a wide range of accessories to be worn with solid colors is available.



when they
phone they're
dropping in...

YOU'VE GOT IT MADE WITH HEUBLEIN COCKTAILS

Unexpected guests can't throw you when Heublein Cocktails are on hand. Mixed by experts—ready at the ring of a doorbell. Just stir with ice—or pour on-the-rocks right from the Heublein bottle.

MANHATTANS—65 proof, made with private stock blended whiskey and fine vatted vermouth. 9 other popular kinds. G.F. Heublein & Bro., Hartford, Conn.

keep Heublein's on hand — always ready to serve



OVERSIZE UMBRELLA of black-white checks is big as a doorman's (Uncle Sam, \$15). The "little girl" hair bow is of checked silk (Sally V, \$16.50).



*Only PHILCO High Fidelity gives you
67 Speaker Performance!*

MODEL 1900, PHONORAMA IV, 32" HIGH, 36" LONG, 16 7/8" DEEP.

Philco electrostatic Cathedral Speaker is a colonnade of 66 separate speakers in one.

Operating in cross-over with a 15-in. woofer, it delivers 67-speaker performance. This quality

sound development is found in no other high fidelity instrument—regardless of price. Available with built-in AM-FM tuner.



MODEL 1200, 28 1/2" HIGH, 26" LONG, 15" DEEP.

EXCLUSIVE
CATHEDRAL SPEAKER
—a colonnade of 66
separate speakers in one!

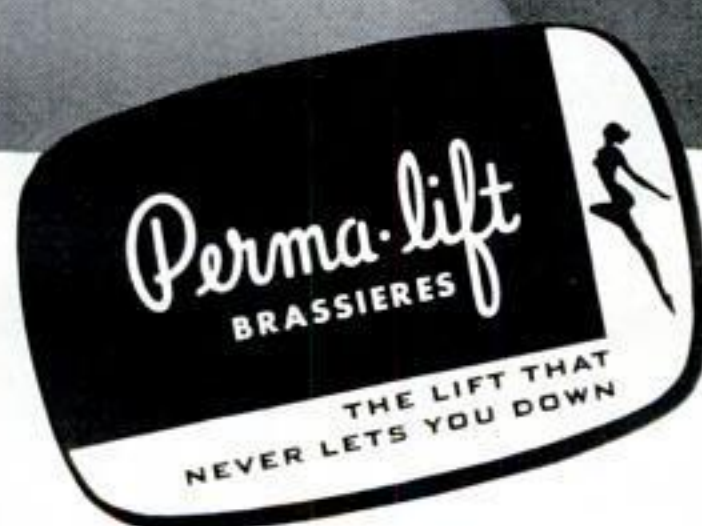
LOOK AHEAD
... and you'll choose **PHILCO®**



MATCHING CHECKS in black and white are used in large bag with patent leather trim (Mel-Ton, \$16) and on shoes with patent backs (Capezio, \$17).



*Reg. U. S. Pat. Off. A product of A. Stein & Company • Chicago • New York • Los Angeles • Toronto



"SELF FITTING" Perma-lift Bra

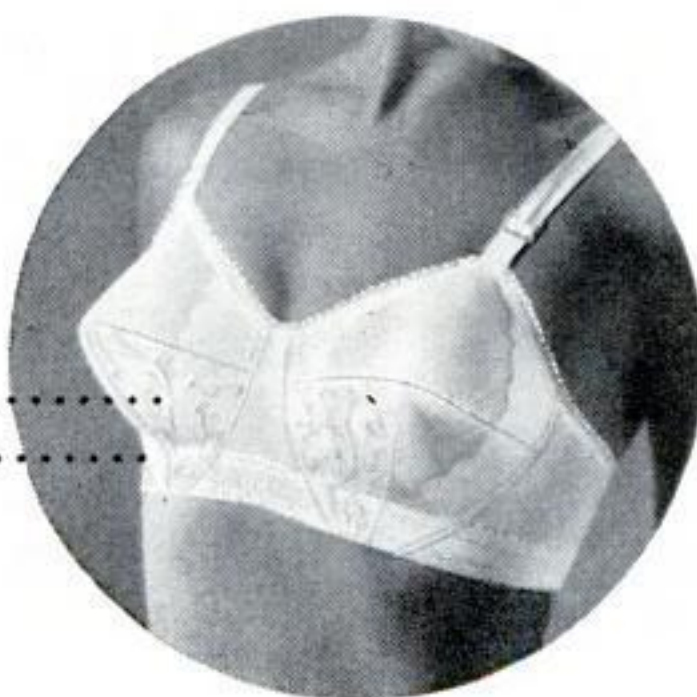
CONFORMS TO YOUR EXACT CUP SIZE

Here is the only brassiere in the world that fits *you*, instead of *you* fitting the bra . . . the only bra that guarantees firm, lasting uplift and youthful separation, even after months of washing and wear. Illustrated, #110, cotton—\$2.50. #10, nylon lace—\$3. Other Self-Fitting Bras, \$2.50 to \$6.50.

- Your bust fills as much of the cups as is necessary—the rest of the bra becomes a non-roll, non-wrinkle diaphragm band.

- New "Perma-lift"* Magic Insets, with two-way control, mold from . . . the sides as they lift from below.

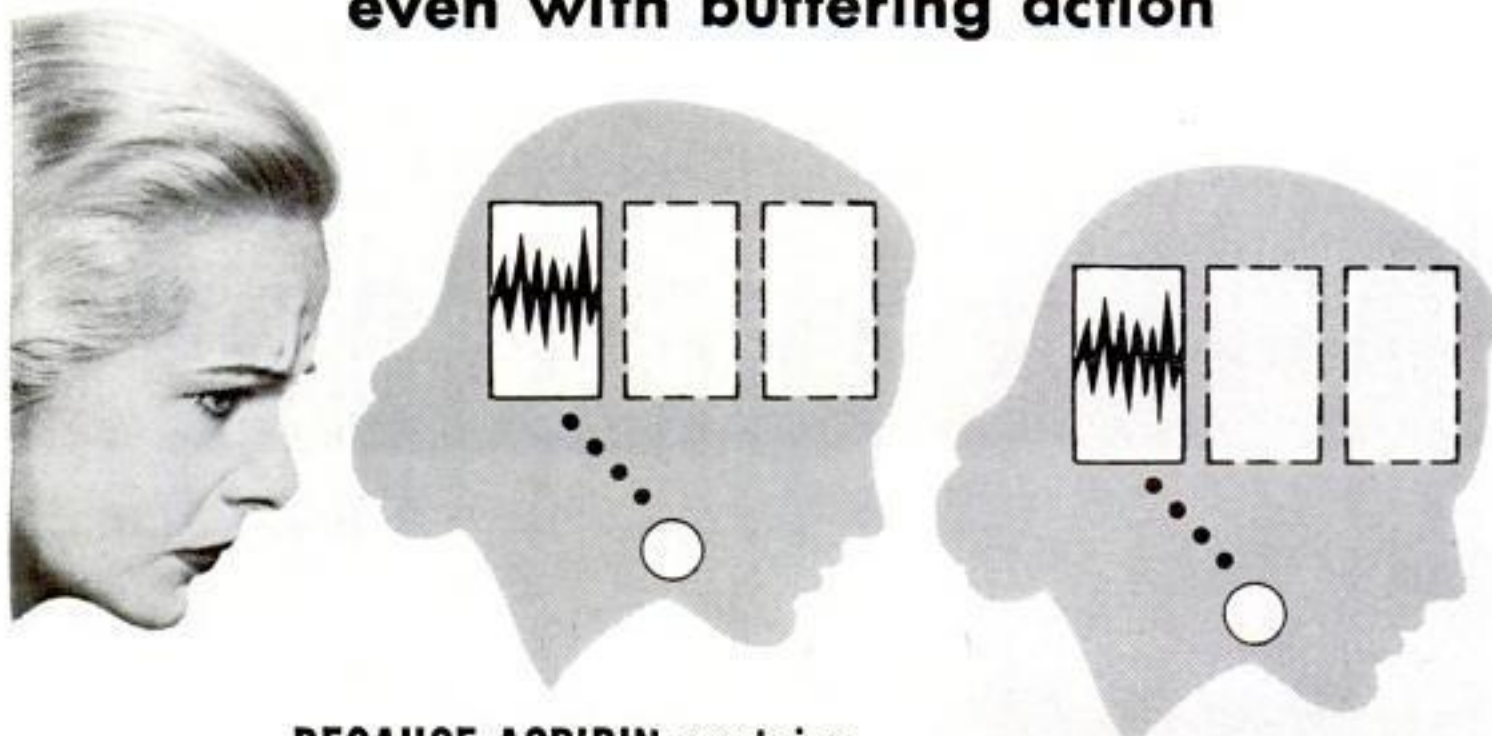
- "Neveride" band hugs you firmly and gently, anchoring your bra securely in place at all times.



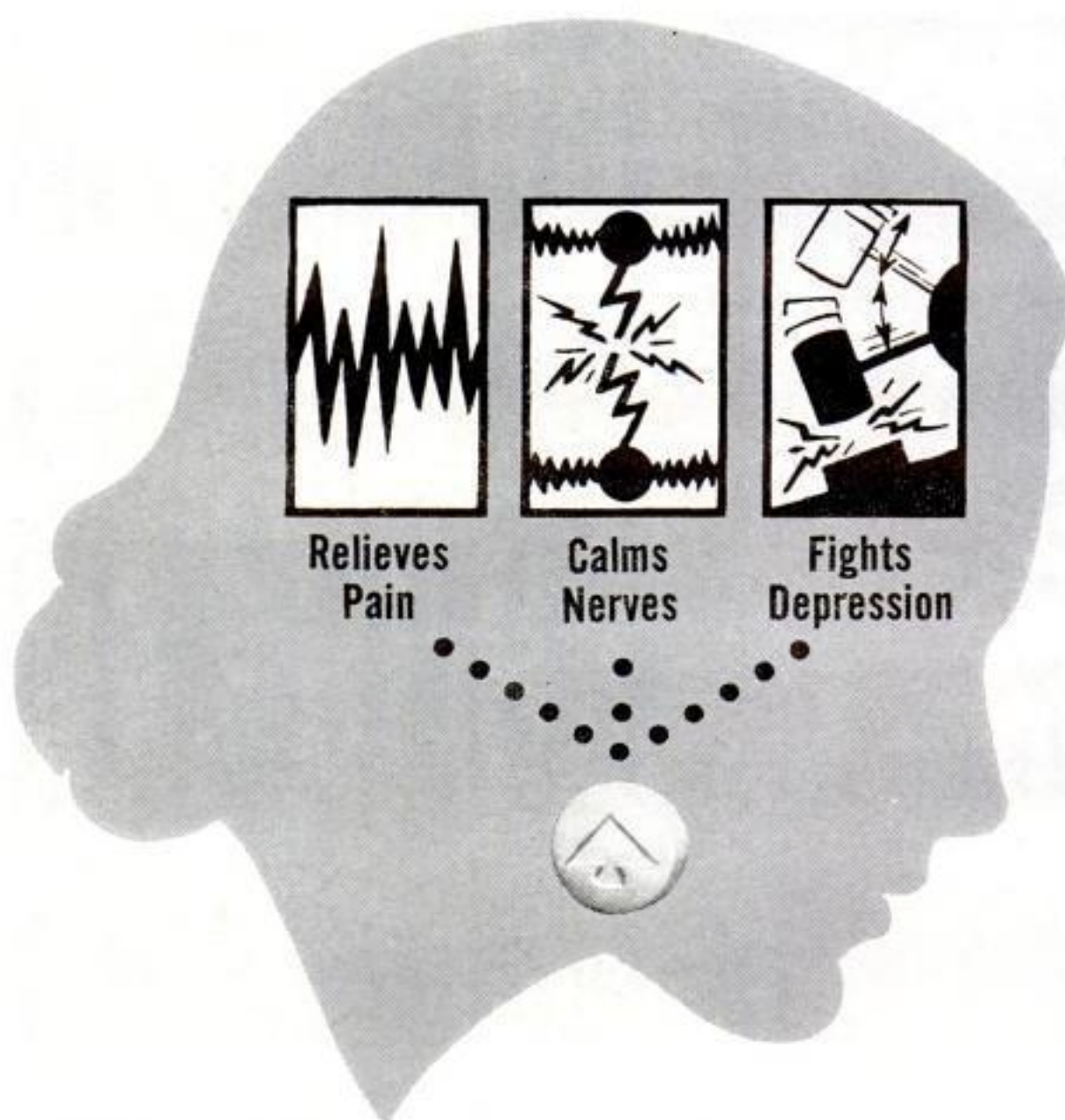
PERMA-LIFT
INTRODUCES
THE FIRST
REALLY NEW
CONCEPT IN
BRA DESIGN
IN 18 YEARS

How and why
ANACIN[®]
 gives more complete relief from
**TENSE NERVOUS
 HEADACHES**

better than aspirin...
 even with buffering action



BECAUSE ASPIRIN contains
only one pain reliever..... **ADD BUFFERING ACTION**
 and you still have only one.



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Exciting



CHILLED ACTRESSES have to run outdoors during *The Iceman Cometh* in order to re enter opposite side of stage because there is no passage backstage.

JAMMED-IN PERFORMERS (below) in Maxim Gorky's *Courageous One* use makeshift dressing room in church basement, now Greenwich Mews Theater.



ACTRESSES IN MUSICAL, "BOY FRIEND," CHANGE

FROM MAKESHIFT

For actors the pay is poor and the dressing rooms are cramped. For audiences the seats are hard and surroundings far from elegant. But if nobody has much comfort in New York's off-Broadway theaters, nearly everybody has a stimulating time. Scattered all over the city, sprouting up in old churches, nightclubs and rundown movie houses, these pint-sized playhouses have doubled in number over the past three years. Now they outnumber the Broadway houses two

Commotion Off-Broadway



COSTUMES ON STAGE WITH CURTAIN DOWN DURING INTERMISSION BECAUSE OF SKIMPY SPACE IN DOWNTOWN THEATER, FORMERLY UKRAINIAN MEETING HALL.

STAGES NEW VITALITY IS PUMPED INTO U.S. THEATER

to one. In a boom season, they have earned a position of honor in the theater—and even a little awe from the established professionals.

Because off-Broadway houses are small (seldom more than 299 seats) profits are also small. A few shows have had long, lucrative runs. The *Threepenny Opera* has just celebrated its 1,000th performance, and the fine revival of Eugene O'Neill's *Iceman Cometh* has just closed after a two-year engagement. But most of the toilers in

off-Broadway vineyards are doing it for a lot of love instead of much money.

Out of 64 plays put on this season, a majority are classics, or well-known foreign plays that are too off-beat for conservative producers, or revivals of Broadway favorites. This month's revival of Arthur Miller's *The Crucible* has been judged far superior to its 1953 Broadway production. Brand-new plays are scarce, though Tennessee Williams gave his successful new

work, *Garden District*, to a young off-Broadway producer because he felt it was too controversial for Broadway consumption.

"Off-Broadway," says one critic, "throbs with aspiration." Many young actors and directors who have used it as a proving ground return to it after they have made good elsewhere. The pictures on these pages show some of the hard, enthusiastic work under makeshift conditions that is bringing new vitality into the U.S. theater.

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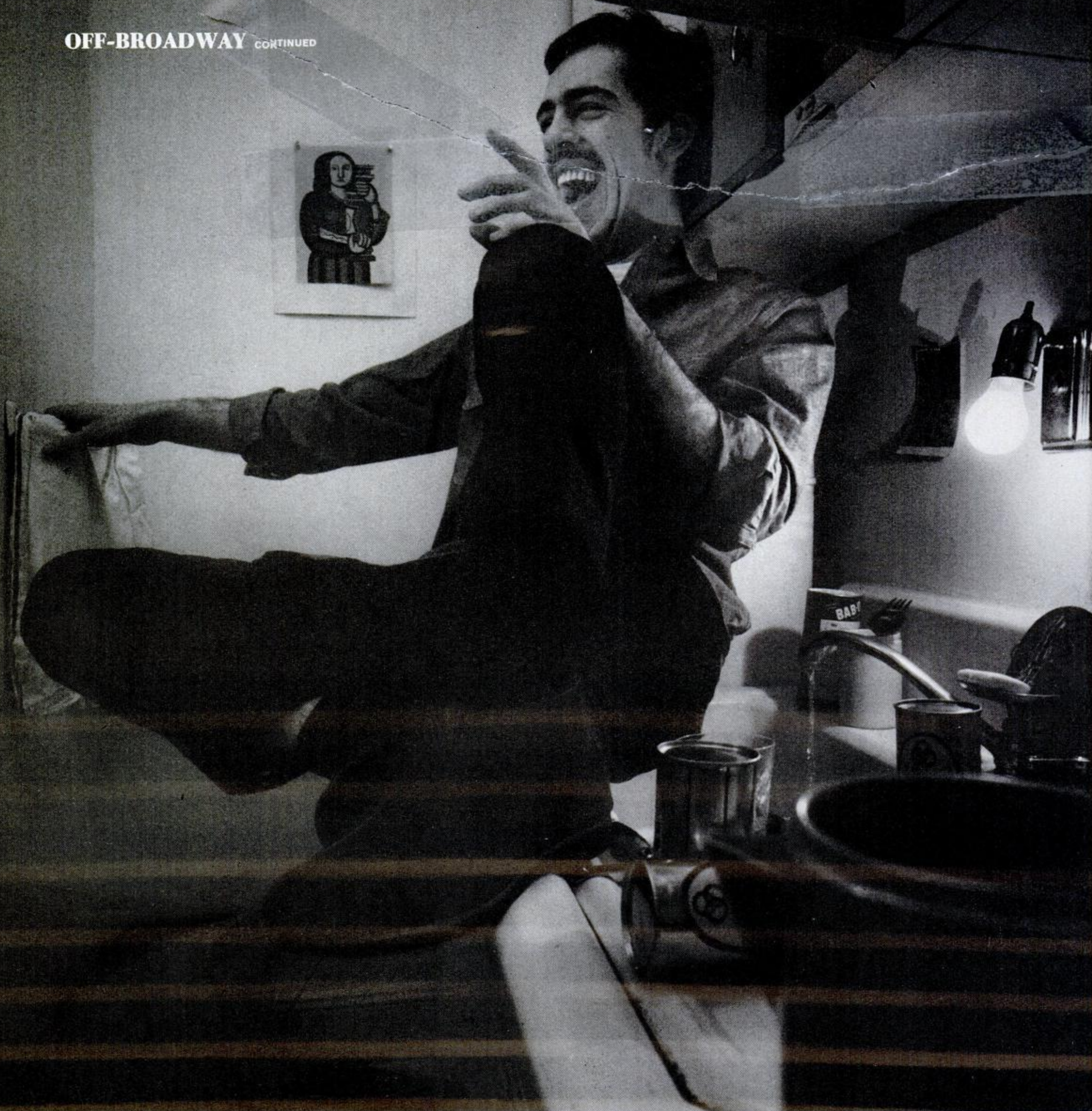
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EMINENT FRENCH ACTOR, Claude Dauphin, ducks out of his grubby little dressing room at Rooftop Theater, which was once a burlesque theater in lower Manhattan. Dauphin is paid up to \$700 a week for performing in the witty French

play *Clerembard*—highest ever paid to an off-Broadway actor. Producers of the play felt that Dauphin was worth it because his skill and reputation would attract audiences. They were right and *Clerembard* is one of the season's hits.



RISING YOUNG ACTOR James Patterson perches precariously on a sink in his kitchenette and laughs about his fidgety habits that keep him from sitting or standing still. He moved recently from a cheaper cold-water flat into new

building where some of his theater friends live. He pays \$55 a month for apartment, where he does most of his own cooking, which consists largely of eggs and sausage. He spends his free time painting and listening to classical records.



Rise of a farm boy

James Patterson, 25, is one of 1,000 actors who have worked—some for only a few days—in off-Broadway shows this season. Luckier than most, he now has a top role in a hit, *The Brothers Karamazov*, at \$40 a week. Jim grew up on a farm near Derry, Pa., took part in high school plays. During five years in New York, his acting jobs have paid him only \$4,500. But between times he has worked as mail clerk, waiter, private secretary. Critics called his *Karamazov* performance "virile" and "passionate," and Jim, who is quietly but intensely dedicated to his profession, feels that he is at last on the way to success.

← AS DMITRI KARAMAZOV, PATTERSON IS GRILLED BY THE POLICE



ASPIRING PRODUCER Lee Paton helps paint scenery for her production of an original new play, *A Power of Dreams*. Lee pitches into everything,

selling tickets at box office, driving a truck to collect props, sweeping up the theater, interviewing actors, authors and directors for future projects.



FINDING PATRON for playhouse, Lee presents \$500 stock certificate to neon-sign maker Al Post in return for theater sign worth almost twice as much.



AT REHEARSAL Lee talks over script cuts with Author Peter John Stephens (center), co-producer David Long (left) and Director Lawrence Arrick.

Girl with big ideas

"Four years ago I arrived in New York with \$15 and since then I've spent over \$50,000," says 28-year-old Lee Paton. With a background of stage work in Seattle, she teamed up with young David Long, and together they did the painting, plumbing and carpentry that converted a shabby old building into the 149-seat Sullivan Street Playhouse. Able to inspire confidence in almost everybody she meets, Lee raised \$50,000 with which she and David produced four shows. They had substance but small success. Says David, admiring a trait very necessary in the theater, "Lee has an infinite capacity for hope."



LATE INTO NIGHT, LEE CONDUCTS HER SHOW BUSINESS BY PHONE →

CONTINUED

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From a popular musical to esoteric dramas



IN REVIVAL OF A 1954 BROADWAY MUSICAL SUCCESS, "THE BOY FRIEND," YOUNG ACTORS SPOOF THE GOOFY 1920s. WHOLE PRODUCTION COST ONLY \$8,000



IN SCALDING SATIRE on human destiny, a blind philosopher and tired lackey argue forlornly in *Endgame* by Samuel Beckett (*Waiting for Godot*). Too esoteric for Broadway, *Endgame* is doing well at the tiny Cherry Lane Theater.

BIZARRE FANTASY, Eugene Ionesco's *The Chairs*, done by Phoenix Theatre --► had characters gabbling on stageful of chairs. Interpreting play's irony, photo shows "the world's greatest orator" whose only message is an incoherent squawk





A MEDITATIVE MAN, Mayo Buckner sits at Glenwood State School for retarded people in private room he was given last summer when institution's

new superintendent learned of Mayo's intelligence and ability. For most of the last 59 years Mayo had lived in dormitory rooms with 15 to 40 other "boys."

A Lifetime Thrown Away by a Mistake 59 Years Ago



STARK HEADSTONES, WITH NAME AND DATE OF DEATH, MARK GLENWOOD'S CEMETERY—FOR YEARS ONLY ROUTE BY WHICH MOST INMATES LEFT THE PLACE

MENTAL HOMES WRONGLY HOLD THOUSANDS LIKE MAYO BUCKNER

by ROBERT WALLACE

THE little old man sits alone in a small room in a brick building on a hilltop in Iowa. His name is Mayo Buckner, the place an institution for the mentally retarded called Glenwood State School. His mind does differ from the normal, it is true, but he is far from retarded. He is an avid and thoughtful reader, a skilled printer and can play eight musical instruments. Yet he has been confined to the institution for 59 of his 67 years.

The story of Mayo Buckner began years ago in the town of Lenox, Iowa—then a collection of wooden buildings huddled on the oceanlike prairie like boxes tossed overboard from some great passing ship. There in 1890 lived William Buckner, a carpenter, and his wife Darthula. They were an average couple, normal in every respect, who had a normal 2-year-old boy named Osro. In September 1890 their second son was born and was named Mayo.

From the first Mayo's mother regarded him with narrowed eyes. During pregnancy she had had a mildly frightening experience and she was a strong believer in prenatal influence. The experience was not much. She had gone to a public entertainment and had seen Blind Boone, a traveling piano player who rolled his dead eyes in a grotesque way. This upset her. Later it seemed to her that Mayo rolled his eyes oddly too.

Mayo was a frail boy of gentle disposition. He could sing before he could talk. He would sit with his parents and his brother Osro in church and sing "la, la, la" in perfect tune with the hymns. After he learned to talk and understood the hymns he found he did not like some of them. He was frightened at the thought of the blood of the Lamb. Once when he was about 4 years old the congregation sang a hymn he particularly disliked. Loudly Mayo sang *Little Brown Jug* to drown it out. His mother winced and hurried him from the church.

Before he was 5 Mayo could play the reed organ in the parlor at home. If someone sang or whistled a song to him, Mayo would, within a few days, go to the organ and pick it out on the keys with one hand.

Of his childhood at home Mayo remembers the whine of the organ and the difficulty in church and one other thing. There was a dog in the house named Lion. One day Mayo playfully pushed Lion off the low

front porch and Lion landed on a bee in the grass. It hurt Mayo to see that he had caused the dog pain but he was unable to keep from laughing.

On the 15th of October, 1898, not long after his eighth birthday, Mayo's mother told him that they were going to take a trip. In the evening she took him to the Chicago, Burlington & Quincy railroad station in Lenox. It was snowing. She did not say where they were going. They rode in the dark across the white land 20 miles to the town of Creston, where they spent the night with friends. Very early on the morning of the second day they arose and took another train at 4 a.m. for the town of Glenwood, Iowa, 72 miles away. Mayo recalls the journey quite well. The switchmen in the yards used open torches for signaling and there were coal-oil lamps in the coaches. He was not frightened because he was with his mother, but she seemed strange. Also he remembers that she had a return ticket for herself but none for him.

In Glenwood they walked from the depot to the top of a large hill nearby where there were some big brick buildings. Mayo asked what the place was and was told that it had been a home for the orphans of Iowa soldiers but was an orphanage no longer. It was a sort of school.

In an office in the school Darthula Buckner filled out a four-page printed form. She had a graceful, explicit hand.

Question. Is the child truthful?

Answer. Perfectly.

Q. Is it inclined to run away?

A. Not now. Used to at 4 and 5 years of age. Would now, I suppose, if not well controlled.

Q. Does it realize the difference between right and wrong?

A. In some ways. I think he will almost invariably say he has done anything, whether he has or not.

Q. Does it behave properly at the table?

A. Eats too fast and takes too much at one mouthful; about as other children do.

Q. What is its general health?

A. Good. Still he is delicate. Excitement will make him pale and out of sorts.

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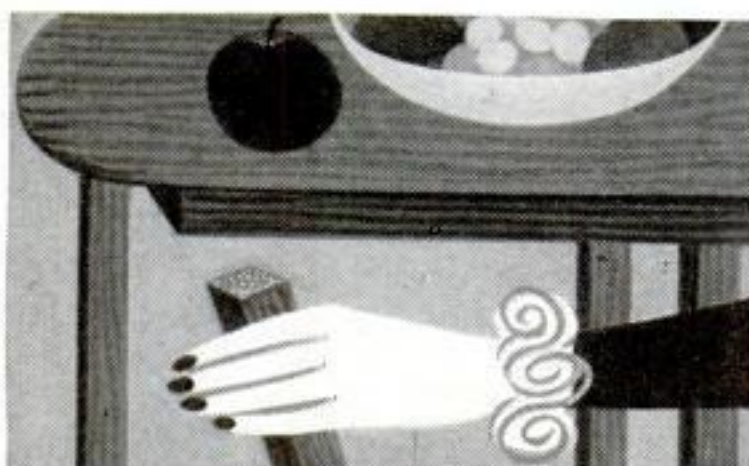
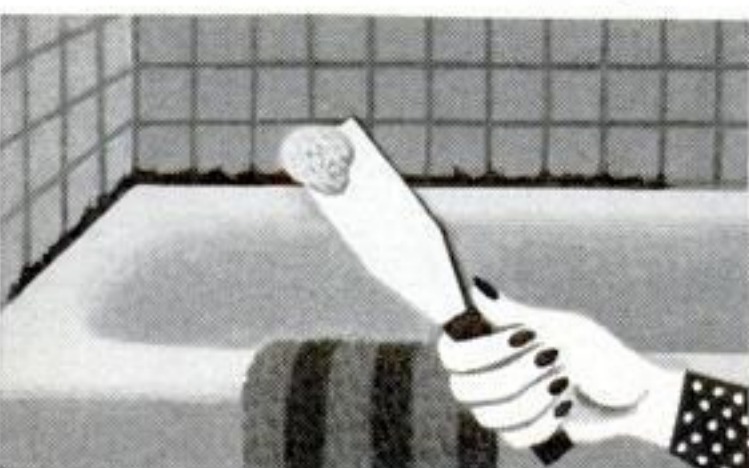


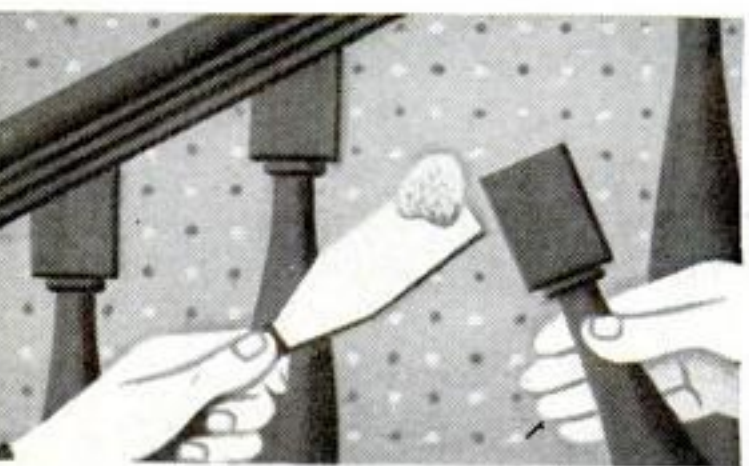
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MAYO BUCKNER CONTINUED

- Q. What does it like to do?
A. Lies on the floor in and outdoors. Is rather prying and likes to know what is here and there, especially at a new place.
- Q. Is it cruel?
A. No, tender-hearted.
- Q. Is the memory good?
A. Yes, very, to learn verses or something others are learning, letters, spelling, etc.
- Q. How does it amuse itself?
A. Trying to imitate something, carpentering, playing soldier, sewing, rolling marbles.
- Q. Is it given to self-abuse?
A. Would I fear if I had not always watched him.

In reply to a general question about "it," Mrs. Buckner wrote, "He rolls his eyes and makes a peculiar noise in exact imitation of Blind Boone. I do not wish to send him to public school for he will not protect himself but will take any amount of ill usage and never mention it. I think he needs special management and I am unable to undertake it. Have talked to our doctor, A. W. Fees, and he thinks so too."

When the form had been completed, an official of the institution glanced at Mayo and decided into what category the boy should be placed. The official had no training for that and had not bothered to give Mayo any test. He graded human beings by eye, as a farmer grades potatoes. He decided "medium-grade imbecile" was about right for Mayo. He then filled out an admitting card, assigning Mayo a number, 822, that was to identify him during his stay in the institution, which at that time was called the Iowa Home for Feeble-Minded Children. On the card it was entered that the cause of Mayo's imbecility was "prenatal influence—seeing Blind Boone."

Mayo's mother went away and Mayo wept. "I tried to look forward as best I could," he remembers. But he was 8 years old and he could not help crying.

Today Mayo is 67 years old and still in the institution. He still looks forward as best he can and thinks he would like to be released some day. Of course he has wanted to be released since 1898 but only recently has he had any hope. Nine months ago the institution got a new superintendent, a vigorous 33-year-old man named Alfred Sasser, who came into office with some firm and simple ideas. The first of these was that the 1,846 men, women and children confined in Glenwood were, after all, human beings. Another was that although these human beings had in the past been classified as morons, imbeciles and idiots, it was possible that the classifications might not all be correct.

Mayo gets an I.Q. test

SUPERINTENDENT Sasser began a re-evaluation program and soon got around to Mayo Buckner. Mayo is well known in the institution and is referred to in official correspondence as "one of our older boys." Having seen the result of a standard "I.Q. test" which had just been given to Mayo, Sasser called him to his office.

"Mr. Buckner," he said, "have you heard the term 'feeble-minded'?"

"I have heard it," said Mayo.

"Do you know that you are not feeble-minded?"

"Yes," said Mayo. "I have always thought I was normal."

"That is correct," said Sasser.

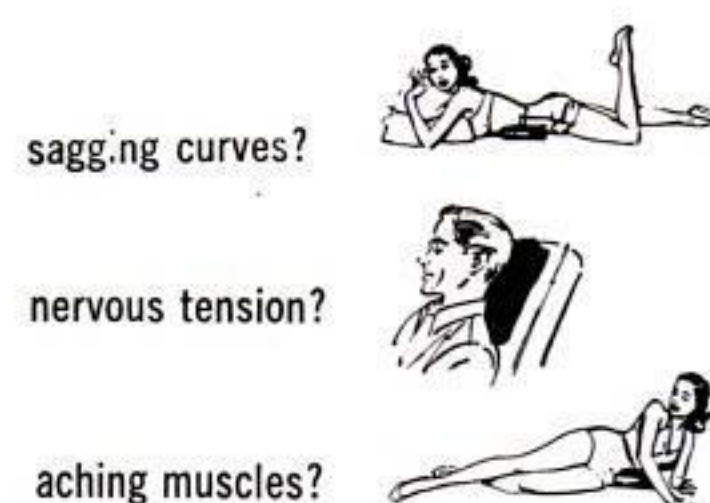
"Thank you," said Mayo.

The I.Q. test had shown that Mayo is not merely normal but above average in intelligence. The borderline is considered to be the figure 70; the U.S. Army accepts draftees with I.Q.s of 70 and above, and rejects those below. A "normal" I.Q. may be in the 90-to-109 range. Mayo's I.Q. is 120.

Yet Mayo might not even now be released from the institution. The question is no longer how intelligent he may be but whether he is equipped to cope with the "normal" world or can be so equipped. During his 59 years in Glenwood he has saved \$125, which he thinks might start him on a career in music, about which he knows a good deal. But he must first buy a clarinet, and the purchase may put quite a dent in his life savings. Also he has bad eyesight, wears a hearing aid and has arthritis and diabetes. In addition he is naive and very



MOTHER, Darthula Buckner, had Mayo committed to Glenwood through ignorance. Mayo has never blamed her.



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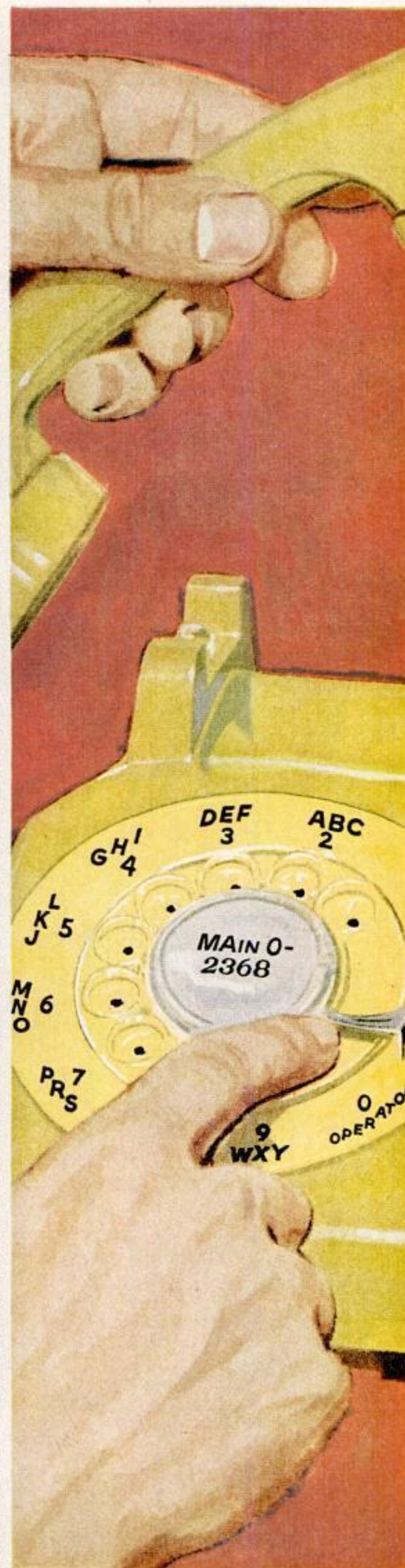
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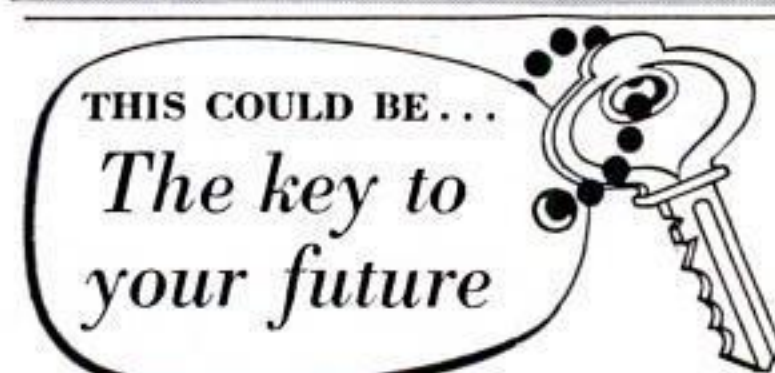
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NEW SUPERINTENDENT Alfred Sasser, who came to Glenwood last year, talks with Buckner. He was first to tell Buckner he was not retarded.

MAYO BUCKNER CONTINUED

gentle, the sort of person who is prone to get into humiliating situations and to be shouted at. The little complexities of life—dial telephones, restaurant menus, automobiles and getting laundry done—are bewildering to one who has never been faced with them before.

The story of Mayo's life in the institution has a dreamlike quality without much connective thread. Many men, looking backward on their lives, see continuous roads or paths along which they have walked, or slopes or mountains they have ascended. They see landmarks there: births, deaths, possessions and years in clumps—high school, the Army, Marie, Chicago. But a man who has passed his life in one place where days and decades are all alike has no such view. Mayo looks backward not along any road but into a mist wherein some lights glow and a few voices call. His memory is not clear. If he is asked what he was doing in 1925 he cannot quite remember, although he knows it must have been the same as what he did in 1915 or 1935.

Mayo is not indignant or angry. He is truly meek. Looking at him, one cannot help but think of the vacant men who come out of Communist prisons to stand blinking and apologetic in court. But Mayo's individuality has not been beaten out of him. Unlike most of the long-term inhabitants of Glenwood, who in the past were whipped, clubbed and imprisoned for infractions of the rules, Mayo has been roughly handled only once or twice. He has lost his individuality by a kind of leaching process, as the rains of many years slowly leach the minerals out of a bare hillside. Twenty thousand gray days accomplish more than violence. To understand what happened to Mayo one must look first at the institution itself, at the negative philosophy which so long governed it, and at the people who are confined there.

The Glenwood State School stands on a hilltop about 18 miles south and east of Omaha near Iowa's western border. Many of the dull and heavy buildings date from the late 19th Century. Although the sun shines on Glenwood as much as it does elsewhere, one has the impression that it is always cloudy there and about to rain.

Inside the buildings there is a faint sour smell. The walls of the corridors and public rooms are mainly bare, with here and there a colored picture cut from a magazine. The inmates, who are segregated as to sex, age and degree of retardation, range in age from 3 to 85. In their dwelling rooms, where they may keep their few personal possessions, there are family photographs, toys and crucifixes.

During the day there are classes for children who are able to attend them, and recreational activities in season. There are vocational classes for older inmates, many of whom work in the mess halls, laundry, print shop and cobbler. There is a library and a canteen; movies are shown once a week; and there are bands and choirs. The inmates are allowed a few hours of free time each day, during which they walk about the grounds or merely stand smiling and staring.

There are no bars on the windows of the buildings at Glenwood, no wall or fence around the place. The retarded are harmless and are not, theoretically, being punished for anything and so do not require guarding. Occasionally inmates do wander away but they are soon caught, being readily recognizable in the neighborhood because of their gentle confusion. They are called Feeblies. During the 81 years of

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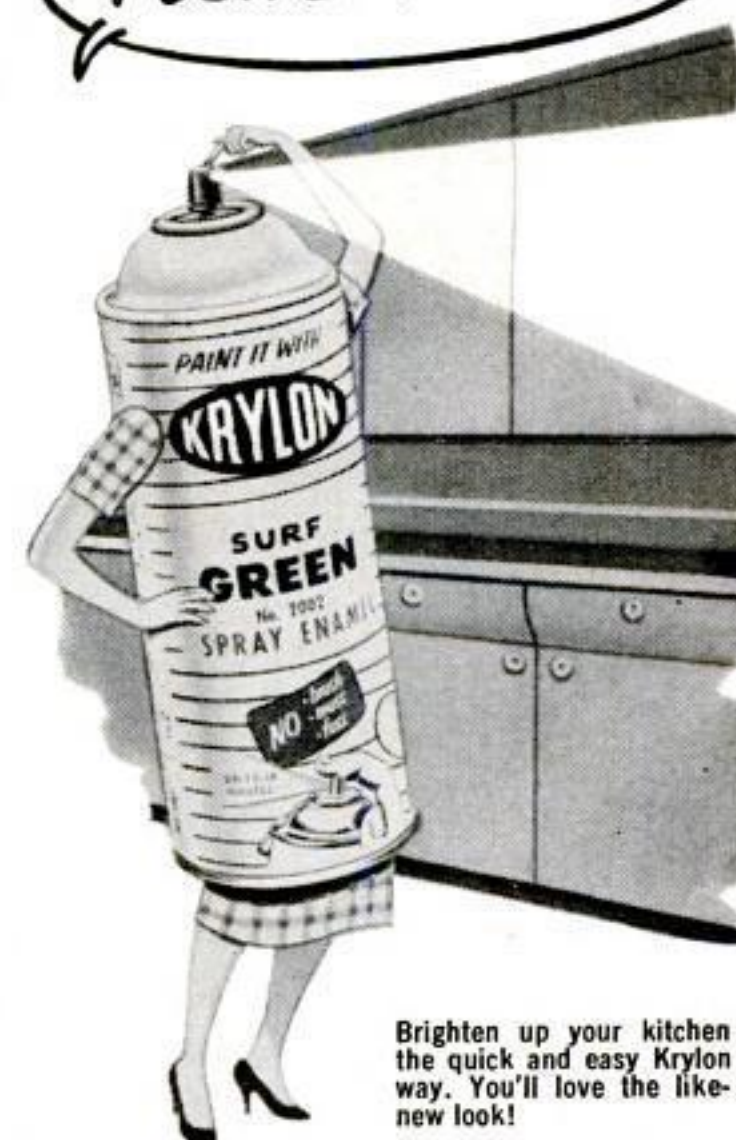
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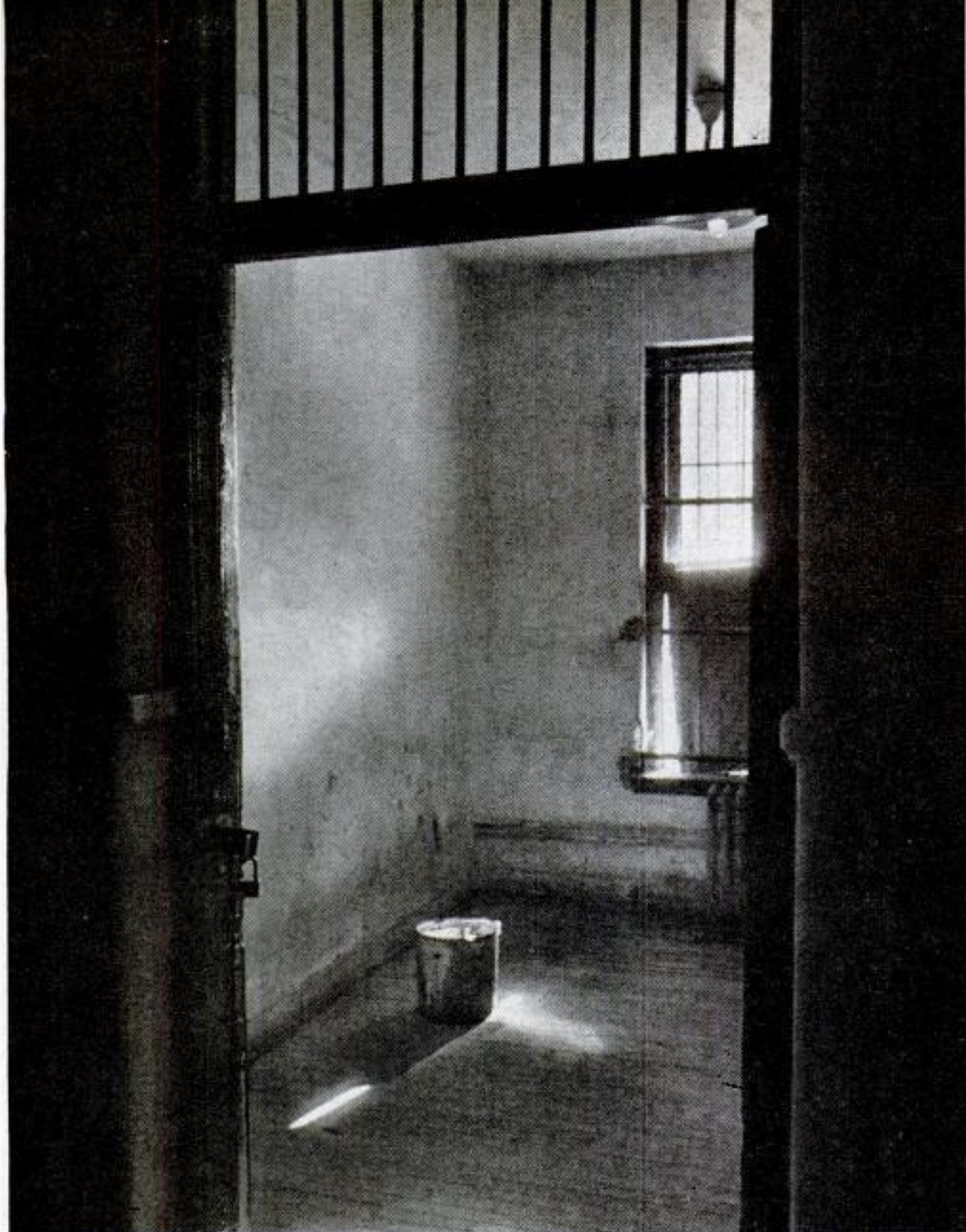
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CONTINUED



A "SIDE ROOM," where inmates in old days were put for punishment, was unadorned except for light bulb and bucket, which served as a toilet.

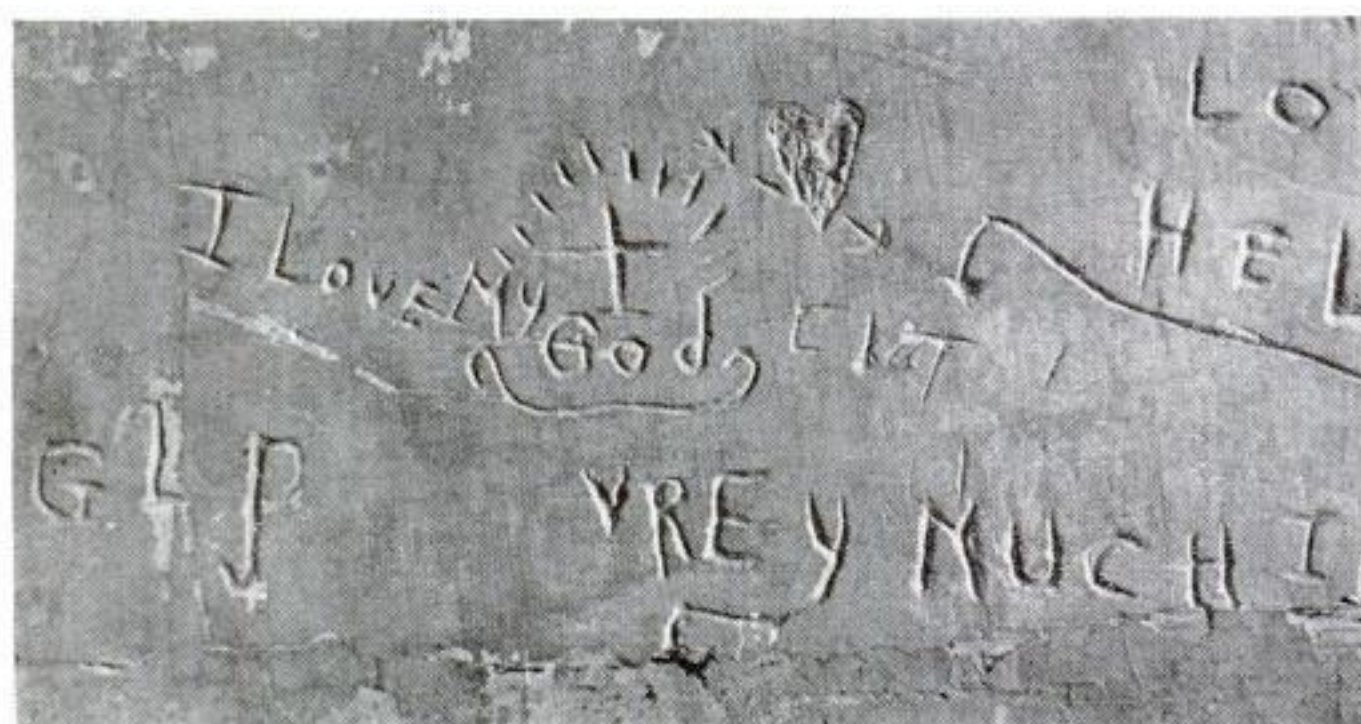
MAYO BUCKNER CONTINUED

the institution's existence relatively few have escaped permanently or have been released. The general rule has been to preserve them and hold them permanently, not to habilitate them and return them to society. This philosophy, called "custodianism," has had its effect. The inmates knew that there was really only one means of escape or release. The big institutional cemetery stands close by the dormitories.

A standard punishment for those who did try to escape, before Sasser's time, was confinement to one of the "side rooms," makeshift cells in the dormitories. The side rooms were small, about 9 feet by 12, and had one strong door and one heavily screened window. Overhead a powerful light bulb glowed 24 hours a day. In addition to the bulb the only object in the room was a bucket. Men were confined to these rooms, naked, three at a time, for periods of days or weeks. They would scratch at the plaster walls with their fingernails until they worked through to the lath. Sometimes, finding a metal nail in the lath, they would write on the walls. Over many years the walls and even the ceilings became covered with inscriptions. In one side room, for example, there are more than 500 inscriptions, only two of which are obscene. In contrast the word "love" appears dozens of times, as does the Christian cross, together with many phrases such as "Mom and Dad" and "I love my God very much."

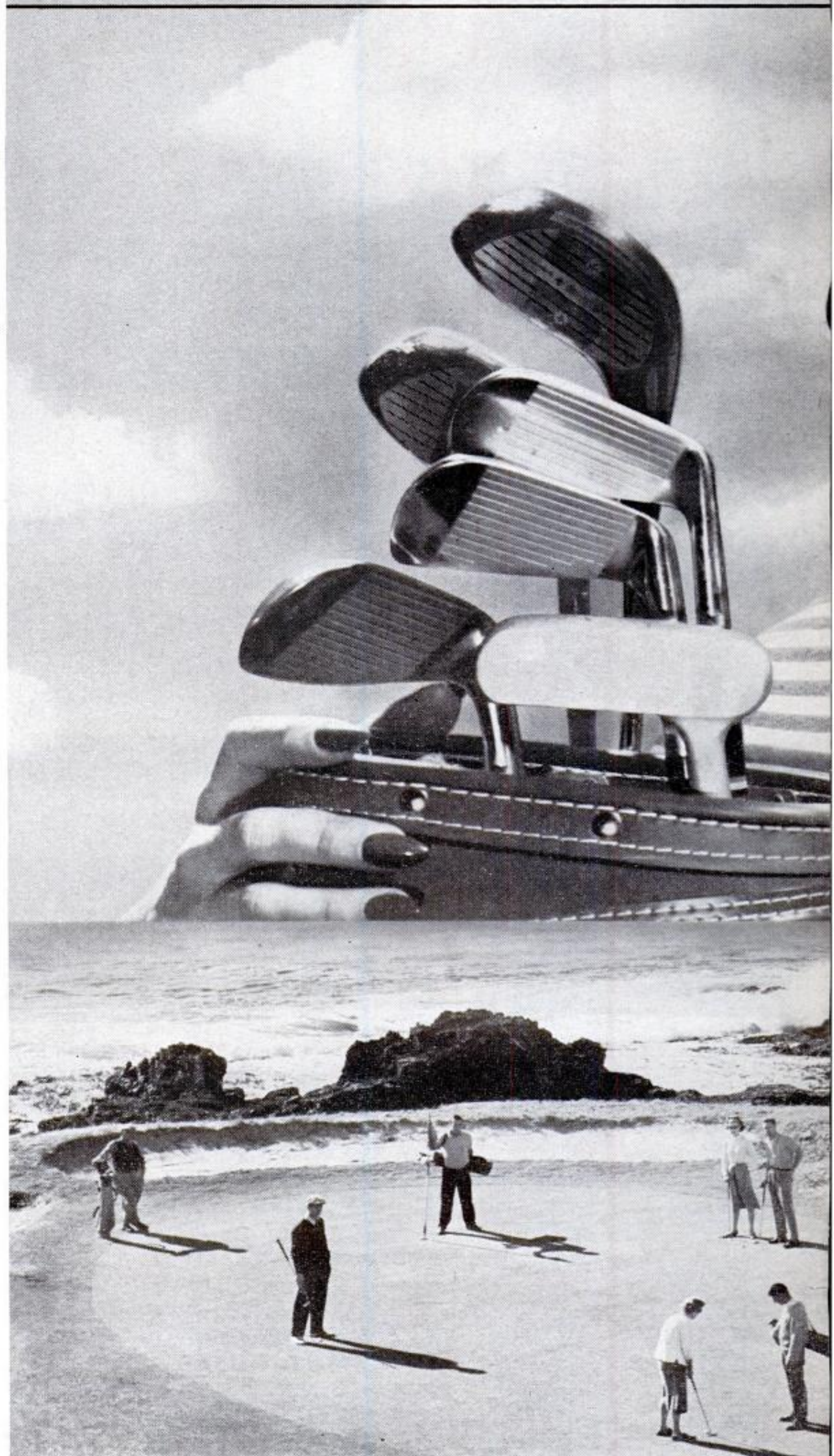
There is a little more context in which to view Mayo's history and his present state of mind. Part of it concerns the personnel of the institution. It is easy to condemn people who work in institutions: one says they lack initiative and are a poor lot generally. But this is not altogether true. Many who worked in Glenwood during Mayo's

CONTINUED



WALL SCRATCHINGS in "side room" were made by confined inmates. They include religious symbols, sentences like "I love my God very much."

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MAYO BUCKNER CONTINUED

time were sensitive and informed human beings. Unhappily many others were not, but there were reasons. The pay of attendants and teachers in state institutions is low and the work is hard; to some, it is depressing as well. A good percentage of those who work in such places cannot find jobs elsewhere, and others are aging civil servants filling out a final few years before retiring on their pensions. Few have any training for handling the retarded, and most are too old, too determined in their ways or too uninterested to learn.

When Superintendent Alfred Sasser came to Glenwood he found that no more than a dozen of the 460 employees were properly educated for the jobs they were holding. Their reaction to difficulty was either to turn their backs on it or resort to violence because they knew no better. The fact that Mayo was not given an I.Q. test for more than half a century did not stem from any clerical error. Mayo does remember that at some time in the past he did have "psychological" examinations, perhaps two or three brief ones. He recalls one recurrent question: "What would you do if you missed a train?" Mayo would think about that and then he would reply, "It depends on the circumstances." The examiner never told him whether this was a good or a bad answer and Mayo still thinks about it sometimes, wondering whether he said the wrong thing.

A last piece of the picture concerns the mentally retarded themselves, the people among whom Mayo has spent his life. Who and what are they?

About 3% of the U.S. population is mentally retarded, some five million souls. They have I.Q.s below the arbitrary borderline of 70. They are not mentally ill, not insane. They are not hurtful to others. They are merely people whose mental age, for one reason or another, is considerably less than their chronological age. They are childlike, simple and gentle. Some are so afflicted that they cannot speak, feed or dress themselves. Others are so nearly "normal" that they lead complete, productive lives in society without anyone ever suspecting that they are retarded. Mayo, for almost his whole life, has been surrounded by individuals from all parts of the retarded spectrum. Mingled with them have been a fair number of normal people wrongfully confined in Glenwood. Although Director Sasser's re-evaluation program is still far from complete, he has already discovered more than 50 inmates at Glenwood whose I.Q.s are higher than those of some of the institutional personnel. This is not an unusual circumstance but typical of what may be found in the 90 state institutions which today contain more than 130,000 "retarded" individuals. There are at least 5,000 normal people in confinement whose lives have been, and are, like Mayo's.

Ten years to get through arithmetic

MAYO remembers that he wept for two weeks after his mother left, then began to take an interest in the world around him. One blessed official took the trouble to inquire as to his interests and then handed him a violin. Mayo soon learned to play. He also attended classes in elementary subjects, which he describes as follows: "There would be about 15 of us in a class, and we would all start out on a problem in arithmetic, like two and two equal four. When everybody had got that, we would move on to three and three equal six. The trouble was, every time they put a new student in the class, which was all the time, the whole class would have to start over and go back to two and two equal four. It took me 10 years to get through arithmetic, and the way I did it was I saved up and bought a book."

Despite such handicaps Mayo managed to secure a fair education. In his lifetime he has read hundreds of books—"but not about killing. I don't like that kind of book." He likes books about music and composers. He is moderately well informed about the affairs of the world, reads newspapers and listens to the radio. He knows about the atomic bomb and often sees the beautiful and fearful bombers of the Strategic Air Command, based in Omaha, circling low over the institution. He regards them without much enthusiasm.

During the years of Mayo's schooling his teachers made infrequent reports on him. A typical entry in his record, for the year 1913, says: "Is in excellent health. Has continued to improve and is much interested in music. Is a good boy. Reliable and industrious and gives no trouble. Likes to walk with the blind boy, Wesley Vert."

In 1915 the report said: "Music—perfect rhythm; excellent ear; plays trombone, baritone, violin, cornet, clarinet and cello with equal facility; excellent reader, works independently; interest and attention exceedingly good. Has very fair ideas of composition; taste is for better class of music, very fond of difficulties."

Many years later, when Mayo was past 50, the report said: "An unusually capable boy, always gives his best." By that time Mayo could play eight instruments and could score a musical composition for a 25-piece orchestra. He was also qualified as a music teacher.

CONTINUED ON PAGE 133



Brach's Easter Candies

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She used to think science

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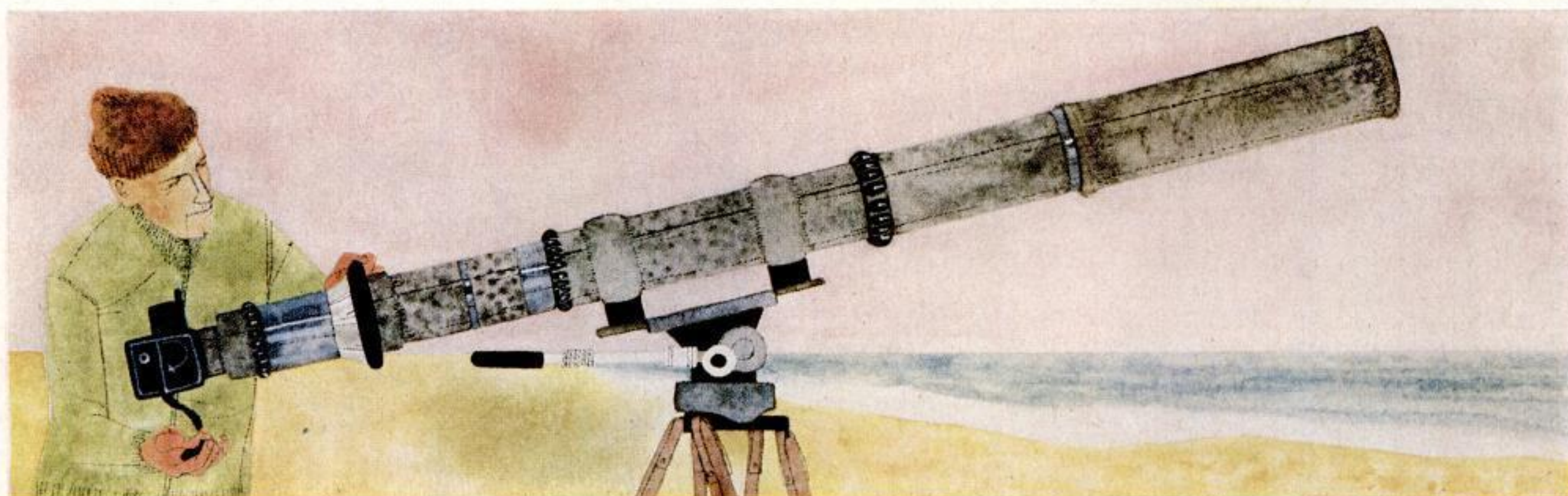
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PHOTOGRAPH BY IRVING PENN

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Mennen



MEMBER OF THE BAND in 1905, when he was 15, Mayo (far left, second row) holds saxophone, one of many instruments he has learned to play.

MAYO BUCKNER CONTINUED

Indeed, he taught one of the officials of the institution to play the clarinet, a relationship in which the official may have seen some irony.

Out of music have arisen the three most dramatic experiences of Mayo's life, strokes of color in the mist. The first occurred in 1902, when he was 12 and played in the junior band at Glenwood. In Omaha there was a parade of the Ak-Sar-Ben (a civic and social organization whose name is Nebraska spelled backwards), in which the institutional band was invited to march. It was at night and there were electric lights in the streets, the first Mayo had ever seen. He was too dazzled to keep step. Up ahead, boomed the big bass drum bearing the bold letters I.F.M.C., for Institute for Feeble-Minded Children. The crowd gaped and marveled. People nudged each other and grinned, impressed, so Mayo thought, by the fine uniforms and the brave playing of the band. *Boom, boom, boom*, while Mayo blinked and lagged, so grateful and so proud.

Another of Mayo's musical experiences involved a band from the town of Glenwood itself, not the institution. Like most small towns Glenwood had its quota of friendly citizens who enjoyed playing, even if not with professional skill. In search of strength, the bandmaster borrowed Mayo from the institution and installed him among the woodwinds. During a Saturday-night concert in the town square the electric lights in the bandstand suddenly failed, and one by one the musicians stopped playing. After a few bars all save one were silent; Mayo knew the music by heart and on he played, the notes of his solitary clarinet curling sweetly through the summer night. Years later the local newspaper printed a story about Mayo, mentioning this incident, and adding that Mayo was "a shining example of what a handicapped person, with great determination, can accomplish."

In 1919, again because of music, Mayo made his only attempt to gain his freedom. A traveling carnival gave a performance at the institution and the Glenwood band reciprocated with a small concert. The manager of the carnival, no doubt with eyebrows raised in curiosity, took Mayo aside and offered him a job. The next day, taking his savings—he was then 29 and had \$5—Mayo crept away from the institution and headed for the town of Pacific Junction four miles away, where he was to meet the carnival. Somehow he failed to make contact and as he wandered forlornly about he was caught by attendants who had set out in pursuit of him. He was punished—in his words, "they sort of whipped me"—and never again tried to escape.

Perhaps it seems odd that Mayo should have made only one attempt to get out of Glenwood. He did of course sometimes ask the officials if he might not go, but this was useless. In order to get out he needed help from the outside, a relative who would take his part, and although he had relatives, he had none who wished to help him. Moreover, although he did tell Superintendent Sasser that he had always thought of himself as normal, he was not always sure of this. Having been treated as subnormal for so long, he half believed he was. During those interminable gray days he was always surrounded by the retarded. He ate the same meals (budget: 15¢ a meal per inmate) from the same battered tin plates, slept in the same dormitories, endured the same abuse. It is not remarkable that he has lost his individuality. It would have been remarkable if he had retained it.

CONTINUED

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IN THE PRINT SHOP, where he has worked for almost 50 years, Mayo has acquired a thoroughgoing skill as a compositor and hand-setter of type.

MAYO BUCKNER CONTINUED

The opposition to Mayo's release on the part of the Glenwood officials was not merely passive. It was active. In state institutions such as Glenwood a paradoxical situation arises when an inmate shows signs of ability. One might suppose that this would tend to encourage his release, but the opposite often occurs. The institutions are always in desperate need of money. When the officials discover that an inmate has talent for carpentry or maintenance work of some sort, or in clerical work or entertainment, they tighten their grasp on him. The inmate may be made to work within the institution for nothing or, as in Mayo's case, for a token payment of \$1 a month.

Mayo has worked in the band, orchestra and choir for more than 50 years and in the institutional print shop for nearly as long. He is a compositor and hand-setter of type and is good at the jobs. During

these years he was allowed to have annual two-week vacations during which he visited his mother and other relatives. At these times he tried to convince his mother that he was normal. But she remembered Blind Boone and the decision she had made when Mayo was 8. Nothing would change it. Some correspondence concerning these vacations is on file at Glenwood. In 1910, when Mayo was 19, the then-superintendent of the institution wrote to Mayo's mother: "I am glad to know that Mayo is enjoying his vacation. I note especially what you say in regard to his remaining at home a little while longer. I have no objection whatever, leaving it entirely to you. I might say, however, as a result of my observations, that long visits by boys of Mayo's age are sometimes not in the best interests of the child. . . . I have found that the many things they see in the out-



FORMER HEAD of Glenwood, George Mogridge was against Mayo vacationing when needed in print shop.

side world whet their appetite for such things, and they are often discontented when they return to me. Geo. Mogridge, Supt."

In 1912 the superintendent wrote: "Your letter received. We will send Mayo on the 6th as requested by you. . . . Mayo has for some little time been working with our printer and seems to enjoy this work quite well. It seems to me, in view of this fact, that a short visit would be preferable to an extended one. There are quite a good many little jobs of printing to be done. . . . Geo. Mogridge, Supt."

In 1917 the superintendent wrote: "In reply to your letter of the 23rd inst. relative to your son, Mayo Buckner, spending Thanksgiving with you, we can only say that we have made arrangements for a

CONTINUED



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Superintendent Sasser inclines to let Mayo go. Mayo himself would like to go and may be helped in the hard times by his religion. He likes the Bible, except for the parts about killing, and is encouraged by the Beatitudes where it is written: "Blessed are the meek, for they shall inherit the earth."



136



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In Vienna's opera house 180 debutantes and their escorts paraded to the dais where the president of Austria awaited them. The debutantes curtsied. Their escorts bowed. The orchestra struck up. Thus began this year's celebration of one of the world's most spectacular balls. The first Vienna Opera Ball was held 80 years ago. There have been several interruptions since, brought on by royal death and war, but the traditional

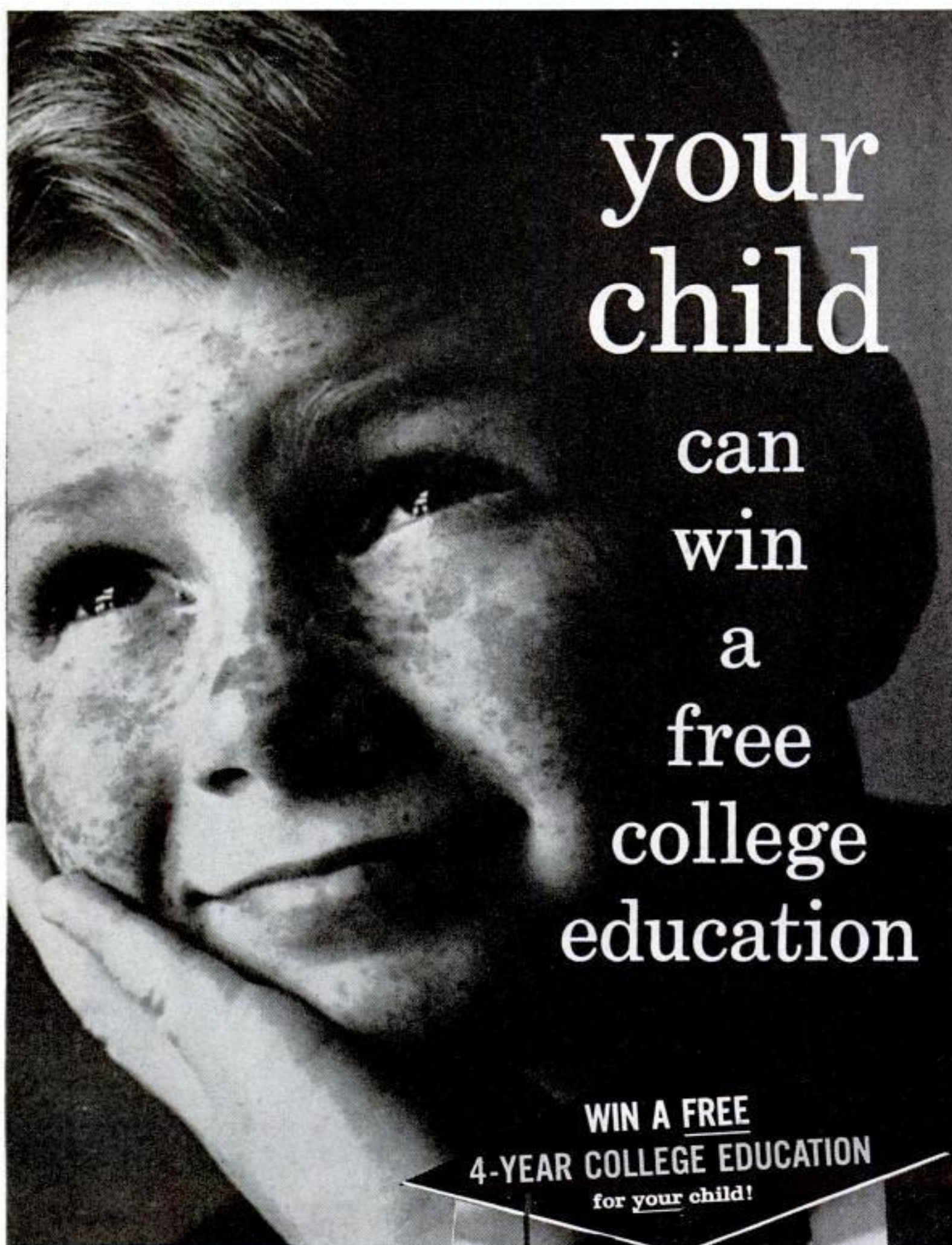
atmosphere has been kept—beautifully gowned girls, champagne, waltzes.

Guests spent the evening dancing to one or another of seven orchestras in different rooms. They supped on caviar, oysters, champagne and—by Austrian custom—frankfurters. Many were so carried away by nostalgia that they refused to leave till the dawn brought workmen who began removing the dance floor to permit the evening's opera performance.



← **PRESENTATION** of debutantes takes place before the president of Austria, Dr. Adolf Schaerf (seated left top of stairs). Dance floor is built over opera seats.

FIRST WALTZ is a "left" waltz in which all couples turn counterclockwise. Viennese, who usually waltz clockwise, consider this both elegant and difficult.



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WALTZING CONTINUED



BEMEDAIED DANCER, Hinrich Kopf, deputy minister president of Lower Saxony in Germany, indefatigably squired debutantes during the evening.



INFORMAL COUPLE, with arms around each other, are Sylvia Platzer, daughter of Austrian ambassador to U.S., and Baron Othmar Ettinghausen.



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A GRATE PAIR OF EYES

From a sewer grate which framed the darkness below stared a pair of eyes—luminous, ominous and, to all appearances, disembodied. They belonged to a cat so black that it blended perfectly with the blackness all around it. It had fallen down a sewer at Broadway and Lake Street in Paterson, N.J., been

caught under the grate as it tried to get out and been trapped there for 24 hours when Photographer Louis Tunno took this picture. Then a man who runs an animal rescue service came around, stuck a stick down the sewer, pulled the crying, clinging cat out and took it home to a warm drink of milk.



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PRIZED KENTUCKY BOURBON

100 PROOF BOTTLED IN BOND OR MILD 86 PROOF



From left to right: "DANDY" Pinch Bottle, 1900; "AMBER" Colorful Glass, 1880; "CANTEEN G. A. R." Reunion Souvenir, 1895; "PEWTER PITCHER" Gift Decanter, 1900; "COMPANION" Long-Necked Decanter, 1910; "BAR BOTTLE" Ornate Cut Glass, 1910; "DWARF" Round Etched Decanter, 1885; "GOLD MEDAL" Embossed Decanter, 1949; "HARPER'S OWN" Ceramic Jug, 1890; "LITTLE COMPANION" Cut Glass, 1910; "NAUTICAL" Shippers Tribute, 1890; "THE AMERICAN" Hand-Blown Flask, 1875; "CARBOY" Wicker-Covered, 1880; "CAMEO" Cut Glass Miniature, 1899. DISTILLED AND BOTTLED BY I. W. HARPER DISTILLING CO., LOUISVILLE, KY.



SIGN OF GOOD TASTE...EVERYWHERE



IN BERMUDA, TOO...SPARKLING FUN AND COKE, ICE-COLD

Wherever you may be, you'll find Coca-Cola a part of pleasant living. ● The good taste of Coke itself, and the cheerful lift Coke always brings, are enjoyed over 58 million times each day in more than 100 countries. ● *Have a Coke...* so good in taste, in such good taste... yes... Coke had to be outstandingly good to get where it is!

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